

# VOGUE

INCORPORATING VANITY FAIR



**ADVANCE  
RETAIL  
TRADE  
EDITION**

See section opposite  
page 100

**FASHIONS FOR SUMMER  
JUNE 15, 1936  
PRICE 35 CENTS**

© THE CONDÉ NAST PUBLICATION, INC.



NEW PLACES  
NEW FACES  
... NEW YOU



Long about now, the mind is apt to wander — to pastures new, to shining far-off lazy sands, to charming people ahead. . . . But let's rest two feet on realities and get really ready before leaving.

Please don't make the mistake of not having ample supplies of fresh towels out there. No summer quarters ever had too many! If you plan your purchase from both ends at once, you're almost sure to be right. Item one: a careful pick of Cannon's High-styles — for outdoor display in particularly civilized settings. Item two: large stocks of Cannon's Every-days — for all the odd jobs that vacation towels must do and do well (like blanketing wet swim suits to save back-seat upholstery).

In short—buy high and buy low! . . . Your top Cannon towels (see photograph) will have all the decorative marvel you can possibly want. Your lesser Cannon towels will serve you helpfully in many ways, without aging before their time. . . . And no matter what you take, you'll get more than money's worth. Dollar for dollar and penny for penny, Cannon quality always costs less.

At the risk of repeating, we warn you that holidays out-of-town about double one's towel needs. And it isn't fair, to yourself or your public, to try to make the same old indoor towels do. You need summery things for summery times. Better get out that list right now and put down Cannon towels. . . . Cannon Mills, Inc., New York City.

CANNON TOWEL TALK NO 12

(Above) Five new 1936 sports models in Cannon towels. Mark, please, their clear colors, their apt and varied designs, their true Cannon quality. These are usually priced between 75c and \$1 each at the good stores. Other new Cannon towels cost anywhere from 29c to \$1.50. . . . Bargains all!



JUNE 15, 1936

BONWIT TELLER

FIFTH AVENUE AT FIFTY-SIXTH STREET



ARTHUR O'NEILL



## Sea Carnival

. . . . Presenting, via action camera, some of the high spots of our Beach Shop which dresses many of the smartest ladies who go down to the sea. EIGHTH FLOOR NAIAD, *above, large photograph*. One of our wonderfully well-fitting English knit suits that are fashioned superbly to bring out the best lines in your figure. Wide variety of rugged supple knits with added inches in the skirt that women like, 18.50 Straw beach hat, challis kerchief top, 5.95 FLEURS DE MER, *top*. Crisp cotton blouse and culotte, 5.95 Canvas shoes, 2.95 Beach bag, 4.50 CABALLERO, *center left*. Swash-buckling printed challis cape, 13.75 Two-piece matching suit, 15.00 WAVE KNIT SUIT, *left*. Fits beautifully. Wide lapelled jacket, 11.75 Slacks, 10.75 Shoes, 1.95 AMERICAN NAVY, *left*. Aspirin-dot challis culotte suit, 16.50 Big beach bag roll, 3.50 Gay little wool knit visor, open crown, 1.95 Mail and phone orders filled—call ELdorado 5-6800





*Pedigreed*

AND LUXURIOUS...this swirl of silver fox on shapely shoulders! Paris is "right" when it decrees that a silver fox must be *bright-with-silver* — must shimmer with the rare brilliance of clear silver markings on blue-black fur. And no fox is so *bright-with-silver*, so faultless and free of tinge as the Fromm Silver Fox. For every Fromm fox is *pedigreed* — its frosted beauty bred in through generations of careful selection.

Lend the final touch of enchantment to your evening gown, highlight the tailored perfection of your suit, emphasize the "rightness" of every ensemble with a luxurious silver fox scarf that bears the distinguishing Fromm Medallion — the ultimate assurance of your own aristocratic taste. FROMM BROTHERS, INC., *Hamburg, Wisconsin.*

KNOW THE PEDIGREE  
OF THE SILVER FOX YOU BUY

This medallion is sealed to  
the nose of every genuine  
Fromm-Pedigreed Fox. To



receive the free pedigree of  
the silver fox you purchase,  
mail the medallion to Fromm.

FROMM  
*Bright with Silver*  
PEDIGREED FOXES

© 1936 Fromm Bros. Inc.

FEATURED BY FOREMOST DESIGNERS • SOLD BY THE FINEST STORES

Designed by Schiaparelli  
Courtesy, Arctic Fur Company-  
Simpson Furs, Pacific Coast







## A Wave of Print...

it's sweeping over the beaches, this new vogue of printed bathing suits with their own coats accented to match, the most important fashion of the season for pool or seashore.

Printed linen two-piece suit (above left), with ric-rac braid. Red, blue, navy or green grounds, acetate lining. 32-38, 7.95  
Hooded white terry coat with matching print, 6.50

Printed cotton two-piece suit (below left), with linen accents. Navy, wine or blue grounds, jersey lining. 32-38, 6.50  
Contrast linen coat with matching print, 5.95

Hand-blocked pure silk printed bathing suit (center), with princesse lines. White or royal grounds, jersey lining. 32-38, 12.95

White Salyna Cloth fitted coat with matching print, 14.95

The Beach Shop, Fifth Floor

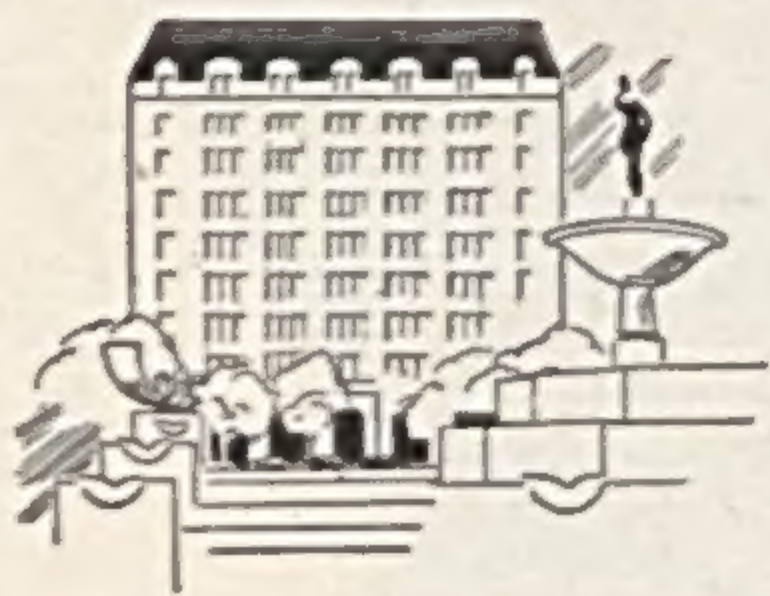
*Lord & Taylor*

Fifth Avenue at 38th Street



An Announcement by

DELMAN



*In New York* The opening of the new Delman Salon at Bergdorf-Goodman, August the fifteenth. It is altogether symphonic that the world's most inspired examples of hand-made foot-wear be housed with the creations of a distinguished couturier. Here, and here alone, in the gracious atmosphere of a beautiful shop at Fifty-Eighth Street on the Plaza, will be New York's only Delman Salon.



*In Chicago* Comparably suited to the exquisite rare quality of Delman foot-wear is Blum's, one of this country's most admired specialty shops. The same hand-made Delman shoe masterpieces that have given their name fame are brought to you in Chicago only at Blum's-Vogue — Michigan Avenue after August the fifteenth.



*In London* Concurrently, Delman House opens its doors on June first, to British gentlewomen across the seas to bring to them, at Sixteen Old Bond Street, a distinguished Salon with the treasured expressions of shoe loveliness so cherished by chic women here.





**I. MAGNIN & CO.**  
CALIFORNIA — SEATTLE



Our assortment is so extensive that you will find your type of swim suit with accessories to correspond. Reasonably priced.



# The Smart World

## is vacationing

### SPECTATORS

Bar Harbor's bracing air makes light Luxable woolens popular with spectators. Mary Josephine Cutting is wearing a man-tailored suit of sheer wool Coolcutta. Lorabel Hutchins' Luxable wool challis is from Best & Company. "Luxable woolens come out soft as new—never fade or shrink," she says.



Leading resorts from Maine to California report overwhelming popularity of *lovely fashions that Lux*



### CHICAGO TRACK

Arlington Park draws horse lovers from the Gold Coast and flattering midsummer Luxables from Marshall Field & Company. Mrs. J. Beach Clow arrives in a shining white sharkskin coat over black. Mrs. Louis Sudler's blouse and cape are crisp waffle piqué.



### ON SHIPBOARD

Cruising or crossing, Luxables come out of the smartest cabins. For playing shuffleboard on the Ile de France, Betty Wasey wears a hand-knit laced up the front, from Mrs. Franklin, Inc. "My knitted things have been Luxed dozens of times and still look marvelous," she says. "We advise customers to insist on Lux," they tell you at Mrs. Franklin's.

### CALIFORNIA

The Pacific's blue waters call to sailors—and the most sought-after "mates" go down to the sea in Luxables. Soft, little lisle sweaters from The Broadway-Hollywood and sturdy sailing slacks alike tack back to Lux for "overhauling." They're off again spanking fresh as a breeze.



**Lux keeps**



# in LUXables



WHEREVER the young crowd gathers, Luxables are right in the center of things. Stunning colors strewn along the swankiest beaches . . . Beautifully fitting sport things competing for places in the sun . . . Heart-throbbing evening frocks of moonlight frothiness . . .

Naturally, these superb summer fabrics—crisp cottons and linens, luxurious silks and synthetics—deserve superb care. Leading stores suggest gentle Lux. Customers tuck in a package with their summer wardrobes, whether they're compressed to a suitcase or overflow many trunks.

Rubbing with cake soap or using ordinary soaps should be avoided. The harmful alkali many soaps contain tends to fade colors, to weaken threads. Lux has no harmful alkali. Remember—anything safe in water alone is safe in Lux.

colors and fabrics  
lovely as new . . .



## SAND DUNES

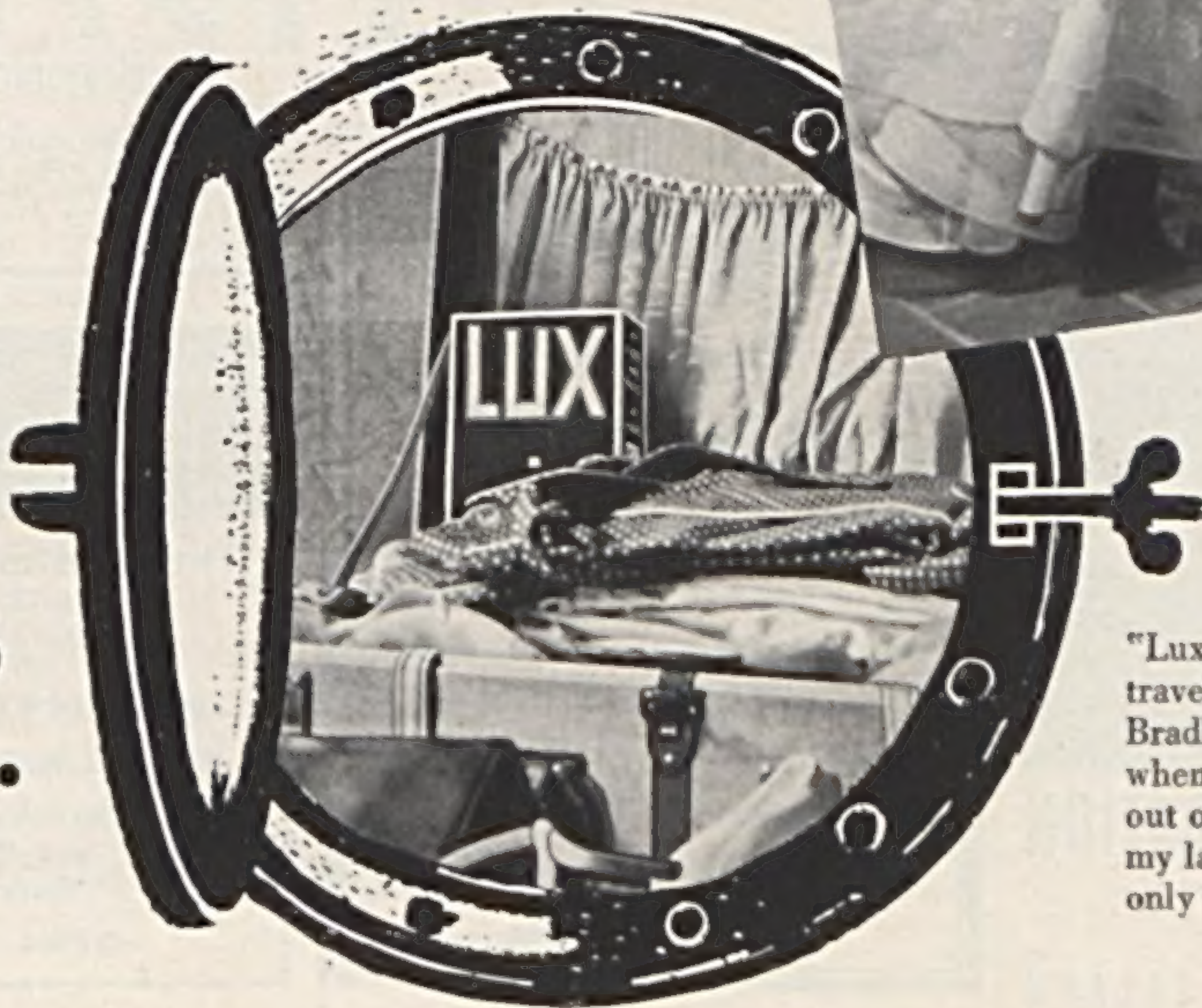
The Newport-bound pack plenty of Luxables. The daisy-print beach dress Katharine Moss wears and Donna Marina Torlonia's halter top, shorts and tie skirt are crease-resisting cottons. Kay Hartwell likes shark-skin culottes. Bonwit Teller has them all.

## TWILIGHT

Along the Lake shores young middle-westerners swing to Luxables. Moonlight mellows the romantic, but practical evening cottons of Marie and Gay Hayden. Saks, Chicago, has both the checked gingham and the printed piqué. "Luxables are so easy to revive, they save luggage," Marie Hayden explains.

## NEW YORK

Summer nights find penthouse terraces a favorite haunt of visions in Luxables. Nancy Bigelow wears clouds of water-lily white organdy from Hattie Carnegie, Ready-to-wear. "Of course, I take the store's advice about cleansing washables," she says—"I insist on Lux."



"Lux was indispensable while traveling abroad," says Mary Bradley, class of '37, "especially when I stayed in inexpensive and out of the way places. Lux solved my laundry problems even when only cold water was available!"



For lasting beauty,  
and economy too...

LET YOUR CHOICE BE  
**ALVIN STERLING**  
CORRECT FOR EVERY OCCASION



READING FROM  
TOP TO BOTTOM  
ROMANTIQUE  
ENGLISH ROSE  
MARYLAND  
BRIDAL BOUQUET  
REPOUSSE  
DELLA ROBBIA

AT YOUR JEWELER'S

COMPLETE PATTERN PRICE LIST SENT FREE  
ON REQUEST, CHECK PRICE LIST WANTED

☐ ROMANTIQUE ☐ MARYLAND  
☐ ENGLISH ROSE ☐ DELLA ROBBIA  
☐ BRIDAL BOUQUET REPOUSSE

**THE ALVIN CORPORATION**  
Makers of Fine Silver  
for Half a Century  
PROVIDENCE, RHODE ISLAND



## CAFE

**BLACKSTONE BAR AND CAFE**—A rendezvous with a continental atmosphere. The finest selection of imported and domestic liquors. A dinner for a gourmet's approval, from \$1.00. 50 East 58 Street.

## RESTAURANTS—dining

**DIVAN PARISIEN**—17 East 45th St. Le Restaurant Par Excellence. Cuisine Française. Famous for "Chicken Divan" and special salad. Luncheon Entrees from 50c, dinner from 60c. Air Conditioning.

**JANE DAVIES'**  
145 West 55th St.  
Luncheon 50c, 60c, 75c      Dinner \$1 and \$1.25  
Vintage Wines  
**FRANCES LYNN** 52 E 52  
Smart Clientele, deft service, delicious food.  
For "Pennywise New Yorkers"  
Luncheon 50c, 65c      Dinner 75c, \$1.

**ALEXANDRA RESTAURANT**—8 East 49th Street. Champagne cocktail dinner \$1.00 and \$1.50. Served daily 5 to 8:30 P.M. Sunday dinner. The most talked about dining place in New York. PL. 3-1542.

## SUSAN PALMER

4 W. 49      Town House  
Oyster Bar      38th East of Park  
Restaurant      Restaurant  
"Best food and drink in town"  
—Pies and hot bread that make the meal a feast.

**SEVENTY PARK AVENUE—CORNER 38TH** Street. A charming dining room for lunch or dinner and a snack lounge famous for its pedigreed cocktails and delicious hot hors d'oeuvres. Le. 2-7070.

**CRILLON, 116 E. 48th St.**, justly famous for incomparable cuisine & choice cellar. Prix-fixe luncheon & dinner in the restaurant. London Buffet in the Bar before the theatre; all you desire—one dollar.

**HENRI—A "Bit of Paris in New York"**, 40 W. 46th St. Finest food prepared in the authentic French manner. Dinner from \$1.50, 5 to 10 daily, all day Sundays. Also à la carte. BRyant 9-4340.

**THE BLUE BOWL AT 157 EAST 48th ST.** specializes in good food served in informal and friendly surroundings. The kind of place you return to again and again. Luncheon 50c & 75c, Dinner 75c to \$1.15.

**KENTUCKY SERVES A MEAL**  
and a Mint Julep  
in a delightful, homelike atmosphere.  
Elizabeth D. Reynolds, Inc. 15 East 48th St.

**GRIPSHOLM—324 EAST 57th St.** Air Conditioned (General Electric). Newest Swedish restaurant featuring Swedish hors d'oeuvres with regular dinners, \$1.25. Also luncheon and cocktails. ELdorado 5-8476.

**NINETY-NINE PARK AVENUE, At 40th Street.** Intimate and comfortable. Excellent complete luncheon from \$1.55; dinner from \$1.75. Featuring special Thursday "Cook's Night Out" dinner.

**MIYAKO—JAPANESE CUISINE.** 340 West 58th St. Columbus 5-0577. Famous original Sukiyaki and Tempura Cuisine. Excellent luncheon and dinner. Open from 12 to 11 P.M.

**THE QUEEN MARY—40 E. 58 St.** Swedish cuisine. Featuring a large assortment of hors d'oeuvres (Smörgåsar). Luncheon from 50c. Finest imported wines and liquors. Air-conditioned. Tel. PL. 3-6069.

**In and Out of Town**—Here are two good ways to end a day in June. Put on crisp cool sports clothes, get into a car with a charming companion, and drive out of town to some attractive place where you can have a delicious dinner served under the trees or on a garden terrace. Or put on your smartest dinner frock and go with the same companion to one of the outdoor restaurants scattered over New York, where the food is beyond reproach, the service is perfect, and the setting is delightful. Or to one of the air-cooled rooms where you can forget that the pavements are sizzling outside.

Do you know where these places are? Do you know which are cool and which are quiet and which are gay? The guide on this page will tell you. Be sure to notice the out-of-town list, with its suggestions for dinner in Connecticut or Westchester or New Jersey.

## RESTAURANTS—with dancing

**L'ESCARGOT D'OR** at 254 West 54th St. on the 16th floor. Delightfully French and best known for its excellent snails and frog-legs. Entertainment and dancing. No cover charge. COLUMbus 5-9107-9861.

**EL CHICO "As Spanish as Spain."** Air-conditioned. Dine & dance in an atmosphere of Old Spain. Spanish dinner \$2.00, American dinner \$1.50. Authentic Spanish Revue 8:30—11:30 & 1:30 A.M. Open from 6 P.M. to 3:30 A.M. including Sundays. 80 Grove St. at (Sheridan Square) 7th Ave. Tel. CHelsea 3-4645. Listen to WJZ at 8 P. M. Saturdays.

**VALHALLA**  
Luncheon 141 West 54th St.      Dinner  
85c      Original Swedish Hors d'Oeuvres \$1.50  
Continental Entertainment. Dancing. No Cover.

**VILLAGE BARN, 52 W. 8th St. Bet. 5th & 6th Aves.** The quaintest and most typically rural restaurant in the world. 3 Shows Nightly 7:30—10:30—1:30. Air Conditioned—Free Parking. Live Turtle Races every night at 10 P. M. Stuyvesant 9-8840-8841.

## SMART CLUB

**LEON & EDDIE'S—33 W. 52**—Just jammed full of grand things to eat and entertainment that tantalizes. Come for dinner and stay all night. Lunch - Dinner - Supper - Cocktails

## DISTINCTIVE BAR

**RITZ-CARLTON, Madison at 46th.** The Ritz Bars—Ladies' Bar for ladies and their escorts; Men's Bar for their exclusive use. Both popular rendezvous before lunching or dining in the Oval Restaurant.

**JIMMY KELLY'S**  
"The Montmartre of N. Y."  
181 Sullivan Street  
ALGONQUIN 4-6161  
AIR COOLED

Dinner \$1.25 to \$1.75  
5 SHOWS NIGHTLY 9-10-12-1-2:30  
Janis André in "Leda and the Swan," and Midgie Parks in the "Merry Widow"  
OPEN SUNDAYS

## OUT-O'-DOORS

**PAVILION MARGUERY—47th St. & Park Ave.** The only garden in New York where you can lunch and dine al fresco protected from heat and sudden showers. Canopy cooled by unique spray. Entertainment and daily specialties. Wickersham 2-8494.

**LE COQ ROUGE—65 E. 56th St.** Internationally famous cuisine. Where Society meets for Luncheon, Dinner & after theatre. Dancing. Continental atmosphere. Entertainment. "Le Coq Rouge Trio." Res. PL. 3-8887.

**KUNGSHOLM—142 East 55th St.** A cocktail lounge like the fine wine that is served—mellow and in good taste. A Continental café featuring famous Swedish Hors d'Oeuvres—Luncheon, Dinner Prix Fixe. Wines, liquors. Cocktail par excellence. EL. 5-8183.

**LA CHAUMIERE, 163 E. 56th St.** A real French Restaurant. "A House that is reserved for those who know how to wait, eat and appreciate." Paul Massé, formerly chef of Inter-allied Club in Paris.

**LA CREMAILLERE Atop 30 W. 59 St.** Commands a glorious view of the park. Summer Garden now open. Afternoon cocktails served in the garden. Delightfully cool. Camille et Antoine. EL. 5-9246-9169.

**HAPSBURG HOUSE—313 E. 55 St.** Novel—Intimate. Dishes reminiscent of the Vienna of Franz Josef. The wine cellar has been called the "best in N. Y." Luncheon, cocktails, dinner, supper. EL. 5-8493.

**TAVERN-on-the-Green—IN CENTRAL PARK.** West 67th St. entrance. Breakfast 50c—Luncheon 85c—Afternoon tea 50c—Dinner \$1.50—Supper \$1.00. Dance music by Allen Leifer and his C.B.S. Orchestra.

**JANET OF FRANCE—237 W. 52nd St.** The "Café" of the famous "Onion Soup" presents New York's finest Plank Steak dinner including cocktail \$1.50. Luncheon 65c, dinner \$1.00. CO. 5-8717.

## NEARBY NEW YORK

**THE OLD MANSION, Somerville, New Jersey.** Junction Routes 28 & 29. Delectable Southern food served in a beautiful historic setting; luncheon, bridge teas, dinner. Selected beverages.

**THE MONMOUTH—at Spring Lake Beach, N. J.** A short drive to a cool spot directly on the Ocean. Dine, wine & dance at the Terrace Cafe, Don Quixote Bar, and Spanish Grill. Johnny Johnson's Orch.

**THE GENERAL PUTNAM, formerly Open Door.** Just over the bridge at Westport, Conn. Chop, steaks, lobster, from the charcoal grill, beneath the trees overlooking the harbor. Fine wines & liquors.

**THE WHITE TURKEY INN—Built 1760.** 3 miles north of Danbury, Conn. on Rt. 7. A unique place to dine. Food and drink for the Gourmet. Dinner \$1.50 to 2.50. Telephone Danbury 1577.

**TIDE MILL TAVERN** on Southport Harbor, Conn. An English Inn. Cool and unique. Lobster Newburg always a specialty. Luncheon and Dinner \$1.00 to \$2.50. Feature Shore Dinners Saturday nights.

## WASHINGTON

**HARVEY'S FAMOUS RESTAURANT—1107 Connecticut Avenue.** Famous for notable dinners and distinguished diners since 1858, your Washington visit should include this far-famed epicurean rendezvous in the Nation's Capital.

Between 49-50 Sts.

**ROCKEFELLER Promenade Cafe**  
THE PLAZA • ROCKEFELLER CENTER  
Dine under spacious trees—beside cool fountains in Manhattan's smartest outdoor cafe. Cuisine Internationale. Cocktail Hour 4-7  
Promenade Orchestra  
Luncheon from 1.00      Dinner from 1.50  
Supper à la Carte

AIR CONDITIONED  
**Le Mirage**  
125 E. 54 NEW YORK CITY  
Frank Cerutti—same as—18 E. 60  
LUNCHEON • COCKTAIL HOUR  
DINNER-SUPPER Plaza 3-5080

AIR CONDITIONED  
**RESTAURANT LARUE**  
presents  
Eddie Davis and his Orchestra  
Open nightly for dinner & supper  
OPEN TILL 3 A.M.  
45 E. 58th St. Vol 5-6374



# Glamour

**BY JANTZEN**

● A Jantzen molds the body in graceful, slender silhouette. New Kava-Knit fabrics combine richness of texture and design in the loveliest swimming apparel of the year with permanent and perfect fitting qualities. Jantzens gently but firmly hold the body in the natural position of youth with a truly amazing degree of figure-control.

Jantzen has created many glamorous new models this season. There is an increasing vogue for "adjustables" and Maillots. You'll find the newest, smartest and most practical ones of all bearing the Jantzen label. There are lovely new neck and back lines. You'll find a Jantzen to please and flatter you. It is, you know, America's finest fitting swimming suit.



*Left:*  
**TAKE-OFF MIO** \$5.95  
 With Skirt..... \$8.95

*Right*  
**The BRÄ-LACE** \$6.95

Other Jantzen models  
 from... \$4.50 to \$8.95



Jantzen Knitting Mills, Dept. 202, Portland, Oregon  
 Send me style folder in color featuring new 1936  
 models. WOMEN'S ☐ MEN'S ☐

Name \_\_\_\_\_

Address \_\_\_\_\_



# For Beaches and Bathing *Martex* has Everything!

FLOTILLA  
Beach Sheet  
36" x 70"



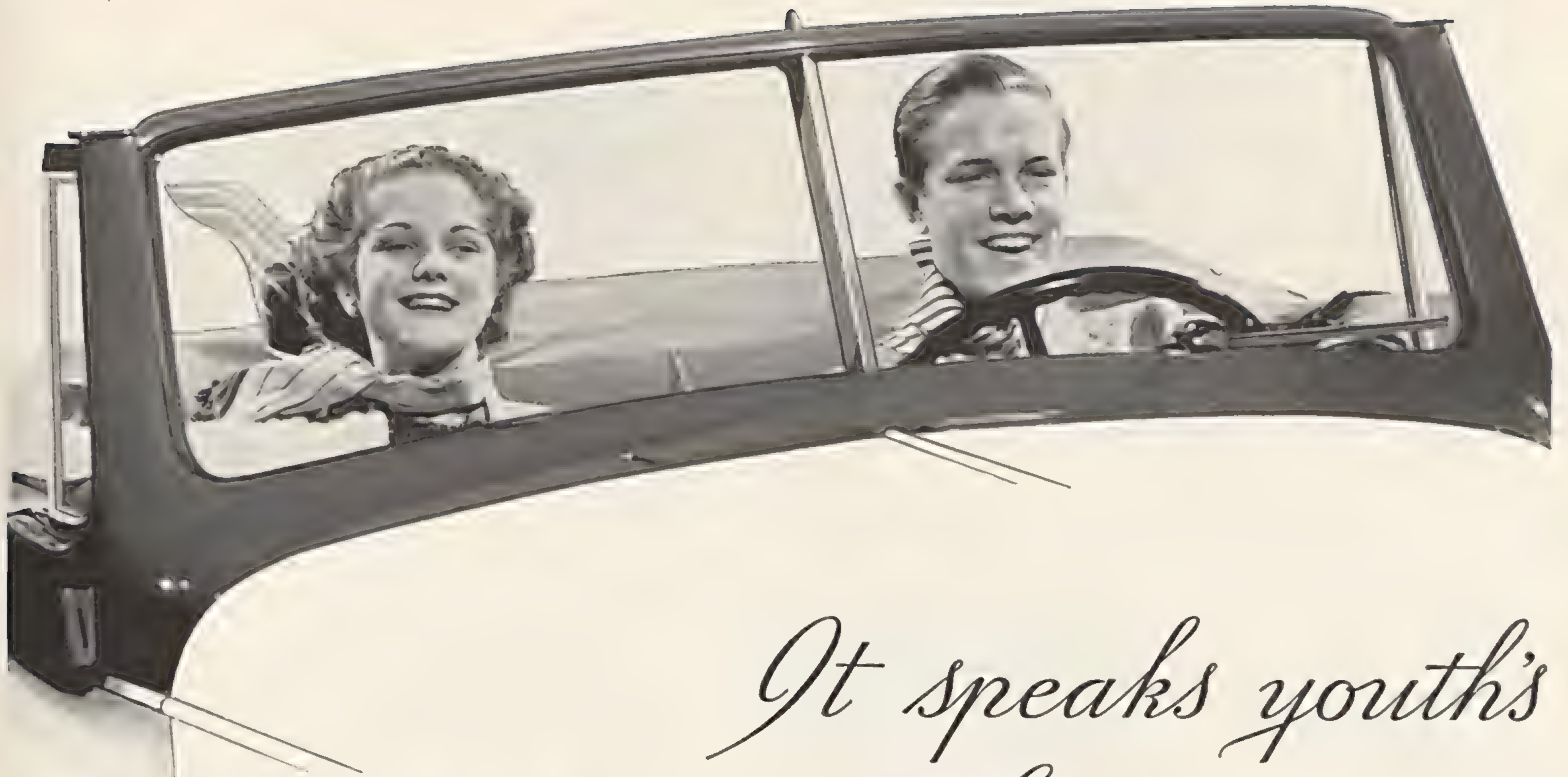
Left to right: Martex Rub-Down, linen on one side, cotton on the other; Flotilla; Monarch; and Grandeur in three new shades. Monograms by Mosse, Inc., Fifth Ave., N. Y.

Big, colorful beach sheets for sun bathing. Brisk linen and cotton towels for quick rub-downs. And plenty of good, sturdy white towels, too, for economical everyday use where quick drying is of first importance. (If Junior leaves one on the beach, the loss won't break you.) The famous Martex underweave gives added life which makes Martex the least expensive bath towel you can buy. Martex is sold only at department stores and linen shops; monograms extra. Wellington Sears Co., 65 Worth St., New York.

National Cotton Week is June 1st to 6th.







*It speaks youth's  
language*



*Standard Cabriolet*



Here is a motor car that is winning wholehearted preference among people young in years and young in spirit, as the fleetest, trimmest, smartest looking car ever offered at a low price! It's Chevrolet's new *Standard Cabriolet*—and it's gloriously youthful in both appearance and action. The top, of light tan waterproof material, opens and closes easily, giving the snug comfort of a roomy coupe or the breezy freedom of an open car, at the owner's will. And, like all Chevrolet models for 1936, the Cabriolet brings you the unmatched safety of New Perfected Hydraulic Brakes—the health and comfort advantages of Genuine Fisher No Draft Ventilation—and the spirited performance of a High-Compression Valve-in-Head Engine which gives combined power and economy without equal. All features that are exclusive to Chevrolet in the lower price range. You are invited to drive this new Chevrolet. It speaks youth's language. It asks only your hand on the wheel and your foot on the throttle to prove it's the car for you.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN

**CHEVROLET**

A GENERAL MOTORS VALUE

*The only complete low-priced car*



## CALIFORNIA

## Beverly Hills

Beverly Hills Hotel & Bungalows. Mid the quiet and beauty of Beverly, twenty minutes from Los Angeles. Featuring a One, Two, and Three Meal Plan.

## Santa Barbara

Santa Barbara Biltmore. Famed seashore resort hotel, sheltered by mountains. Sunny days for swimming and all sports. American Plan \$9. up.

## COLORADO

## Denver

Brown Palace Hotel. First choice of smart vacationers. Comfort, gaiety, first-hand data on all Colorado. Unexcelled cuisine. Year 'round rates obtain.

## Parshall

Buckhorn Lodge. Ranch in heart of Rockies on Colo. River. Excellent cuisine. Exclusive clientele. Fishing, riding, outdoor sports. American Plan.

## CONNECTICUT

## Eastern Point—New London

Griswold Hotel. Overlooking L. I. Sound. Golf, new outdoor swimming pool, yachting, riding, tennis—\$8 up Am. Pl. N. Y. Phone PRos. 9-1900.

## Lake Waramaug—New Preston

The Loomarwick. Golf, tennis, riding, fishing, canoeing, dancing, private beach. No mosquitoes. Rates moderate. Restricted. Booklet "A." W. V. Towle.

## Old Lyme

Boxwood Manor Inn. The delight of flower lovers. Quiet comfort. Golf, saddle horses, ocean bathing. A long pleasant Summer, May 15th to October 15th.

## DISTRICT OF COLUMBIA

## Washington

The Raleigh Hotel. Across Penn. Ave. from new Govt. Bldgs. Dining rooms air conditioned. Rooms with tub and shower, \$3-\$5 one, \$4.50-\$8 two. E. P.

## MAINE

## Bar Harbor

The Malvern Hotel and Cottages. Personality, charm and homelike atmosphere at Maine's Famous Coast Resort. The best of accommodations at Moderate Prices.

## Belgrade Lakes



## THE BELGRADE

Is your hobby Golf, Fishing or the beauties of the great out-doors? We have an interesting Golf Course on our own grounds. This section is famous for all season Black Bass, Salmon, Trout and White Perch Fishing;—there are no disappointments! All Water Sports and Picturesque State Roads in all directions. Select Clientele. Opens June 20. Lawrence B. Hill, Manager.

## Moosehead Lake—Greenville Junction

Squaw Mountain Inn. Private, sporty golf course. Fishing, swimming, boating, Tennis, archery, hiking. Select clientele. No Hay Fever. Phil Sheridan, Mgr.

## Northeast Harbor

Rock End Hotel. Exclusive resort hotel at seashore, on beautiful Mt. Desert Island. Golf, tennis, swimming, boating, riding, hiking. June 28 to Sept. 15.

## Ogunquit



## SPARHAWK HALL AND COTTAGES

Ideally situated "At the Salt Water's Edge." The comfortable accommodations, gracious atmosphere and excellent table of this outstanding hotel combined with exceptional opportunities for seashore and country recreation make a satisfying, refreshing vacation. Orchestra, Spacious Sun Porch, Surf Bathing, Sandy Beach, Deep Sea Fishing, Golf, Saddle Horses, Ogunquit Playhouse.

## Prout's Neck

The Willows. Distinctive seashore resort. Friendly hospitality, splendid meals. Rates reasonable. Climate ideal. Golf, tennis, yachting, bathing.

## MAINE

## Winter Harbor

Grindstone Inn. Atmosphere of a fine club. Select clientele, unexcelled cuisine and service. Moderate rates. Booklet on request. W. O. Christian, Mgr.

## MASSACHUSETTS

## The Berkshires—Lenox

Curtis Hotel. A resort hotel of brick and stone. American and European Plans. All forms of out-of-door recreation. Elevation 1300 feet.

## The Berkshires—Pittsfield

Greymoor. Beautiful summer home on Appleton Ave. Large rooms with bath, beautiful grounds, perfect location. With or without board, attractive rates. Bklt.

## Boston

Hotel Puritan. Distinctive. Residential and transient. Fine cuisine. Sky Garden June to September. Easily accessible. 390 Commonwealth Ave. Rates \$3 up.

## Cape Cod—Falmouth

Column Terrace. Charming, quiet, home-like Inn. Delicious meals; comfortable accommodations. Private beach; bathhouses. Fishing, sailing, golf, tennis.

## Cape Cod—West Harwich

The Belmont. A friendly seashore hotel located between the pines and its own private beach on the famous South Shore of Cape Cod. Booklet.

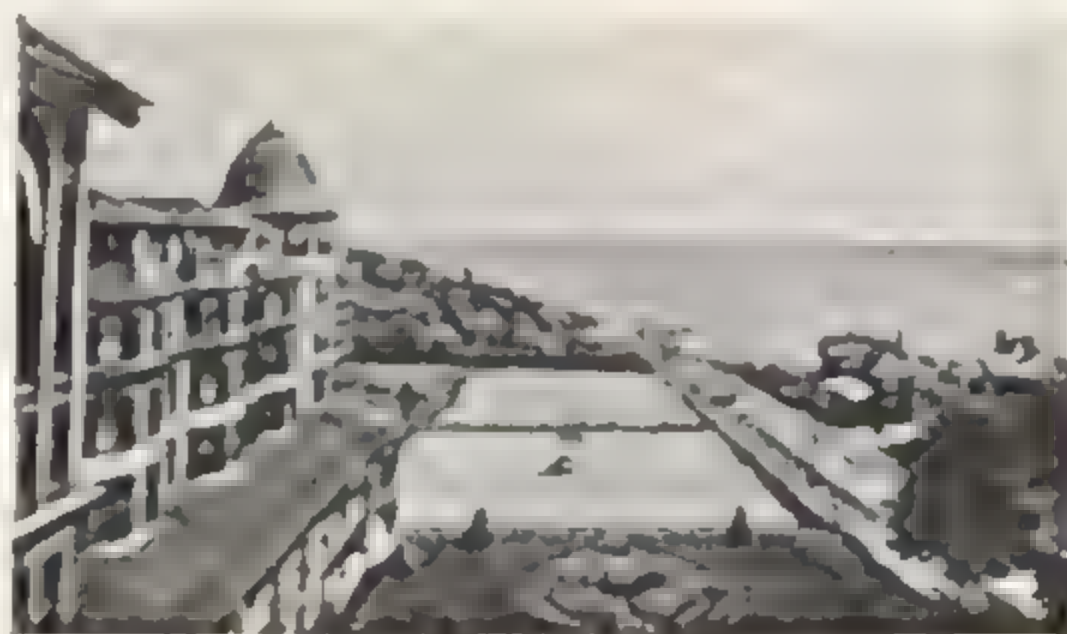
## East Gloucester

The Delphine and Cottages. A comfortable, home-like hotel catering to a select clientele. Good home cooking. Moderate rates. Golf, tennis, boating, etc.

## Gloucester on Cape Ann

Hawthorne Inn and Cottages. Known for its location, health spring, hospitality and food. All sports. Golf. "Cape Ann Trail" and Booklet on request.

## Magnolia



## THE OCEANSIDE AND COTTAGES

The coolest, most beautiful spot on the North Atlantic. Where the old-time resort life still maintains in an atmosphere of friendliness and refinement. Private bathing beach. All sports, orchestra, theatre for stage plays and movies. Unsurpassed New England cuisine. 55th season. June 27-September 20. Rates considerate. George C. Krewson, Jr., President.

## Nantucket Island—Nantucket

Ships Inn. Built in 1820. Modern annex. Attractive rooms with private bath or running water. Restful atmosphere. American Plan. Rates on application.

## Nantucket Island—Siasconset

Beach House. In picturesque Siasconset. Modernly equipped 100 room hotel. Direct ocean view. Wide stretch of moors. All outdoor sports. Private Beach.

## Northampton

Wiggins Old Tavern and Hotel Northampton. An Inn of Colonial Charm. \$2.00 up. Excellent food. Antiques. When in Springfield: Hotel Stonehaven.

## Swampscott

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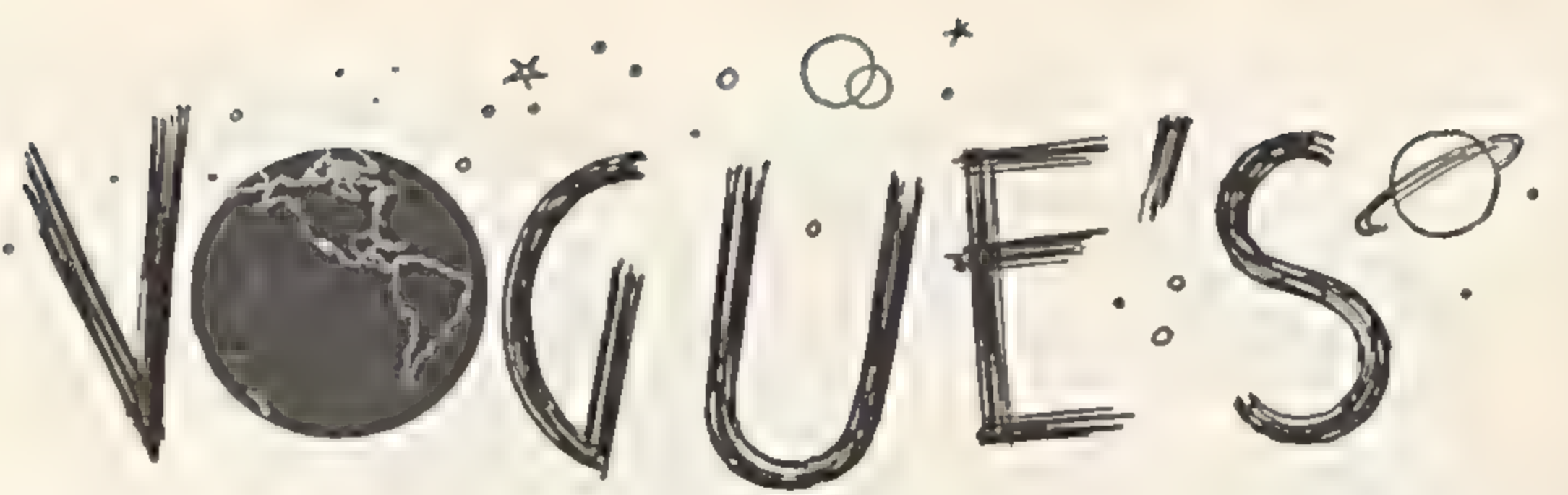
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**LAUREL TIME.** If you hurry, you still have time to get into the Poconos while the laurel is in bloom. It's a pleasure you won't want to miss. In mid-June the beautiful blossoms transform this mountain region into a gigantic flower garden.

Pennsylvania's official Laurel Blossom Time, which began on June 10, will extend for another week, and The Inn at Buck Hill Falls will celebrate appropriately with a Laurel Festival Ball on Saturday, June 20, at the Buck Hill Tennis Club.

**NOTE TO PARENTS:** Atlantic City will be children's Paradise from June 26 through July 3, and it will be pleasant even for the person who foots the bills. Those dates mark Children's Week, an annual feature during which boys and girls under twelve, accompanied by an adult member of the family and registered at a cooperating hotel, are invited to be the guests of Atlantic City. Everything's free for the kids that week—hotel rooms, meals, piers, rolling chairs, swimming pools, movies and all.

There are many special events planned for the children, too—an amateur broadcast over the Municipal Radio

## NEW HAMPSHIRE

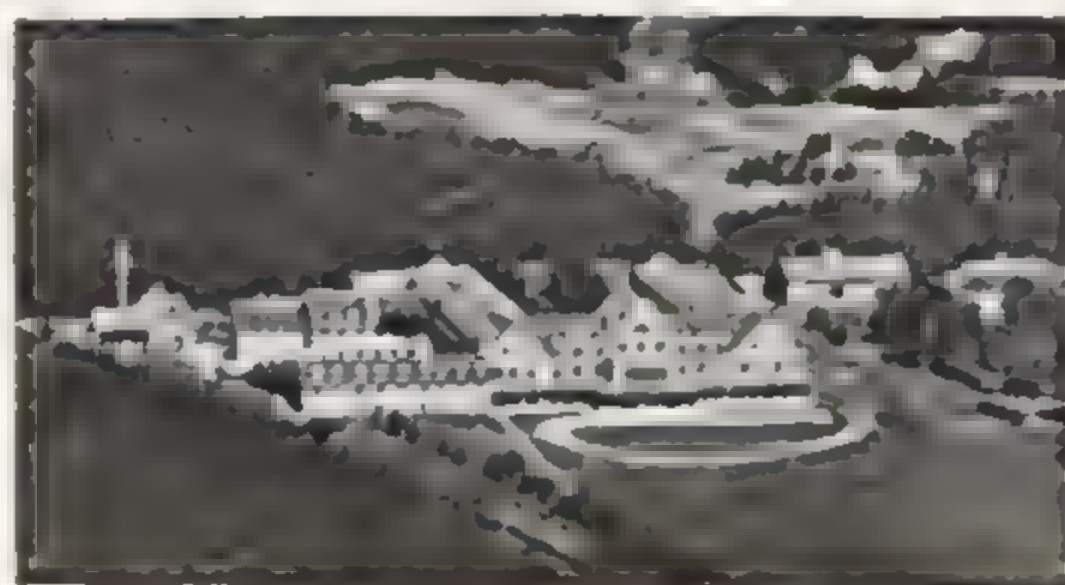
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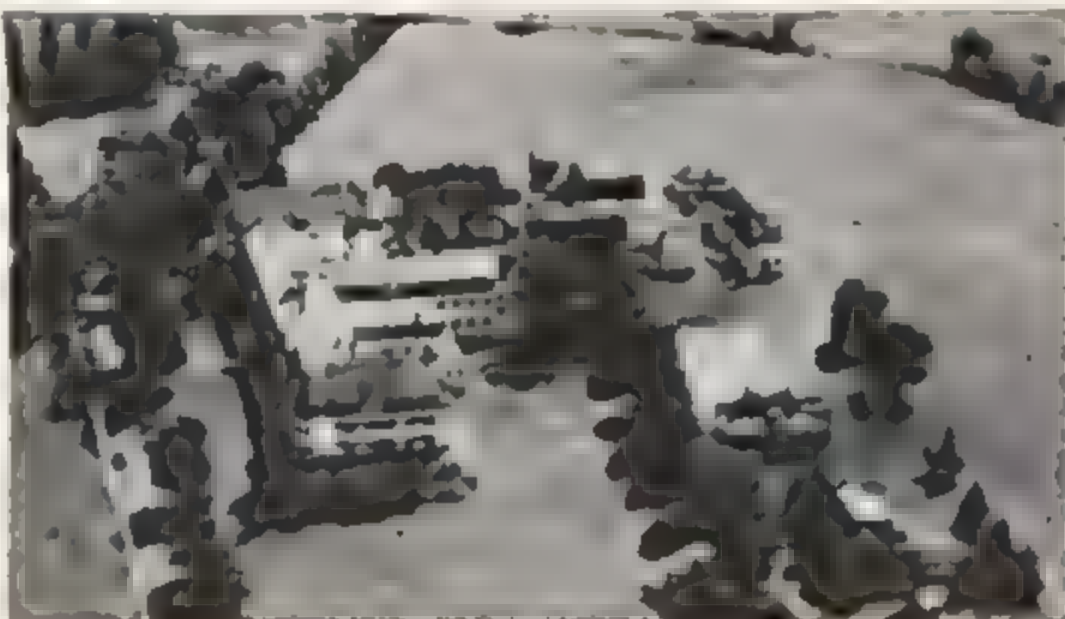
## White Mountains—Crawford Notch



## CRAWFORD HOUSE AT CRAWFORD NOTCH

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## White Mountains—Sugar Hill



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## White Mountains—Whitefield



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# TRAVELOG

## HOTELS AND RESORTS

Station, a party on the Steel Pier, a visit to the famous net haul on Young's Million Dollar Pier, and even a series of rides on the city fire engines. The youngsters will provide a mayor and staff of city officials "for the day"; they'll also provide a freckle champion, to be chosen on the basis of the number of freckles per square inch.

**YACHTSMEN, AHOY!** Santa Monica, California, will be the haven of many yachtsmen this month in anticipation of the biennial Southern California to Hawaii yacht race. The dash to Hawaii starts from Santa Monica on July 4. The finish line is at Diamond Head, Honolulu's familiar Waikiki landmark.

For the information of you landlubbers, this race, which dates from 1906, is a handicap affair and attracts yachts of all sizes. The record elapsed time for any Honolulu race is 11 days, 14 hours, 46 minutes, made by the schooner Mariner in the 1923 contest.

The Miramar Hotel, located atop the Palisades overlooking the Santa Monica yacht harbor, will be the scene of a number of functions planned by the yachting circle prior to the start of the event.

### NEW HAMPSHIRE

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#### White Mountains—Waterville Valley

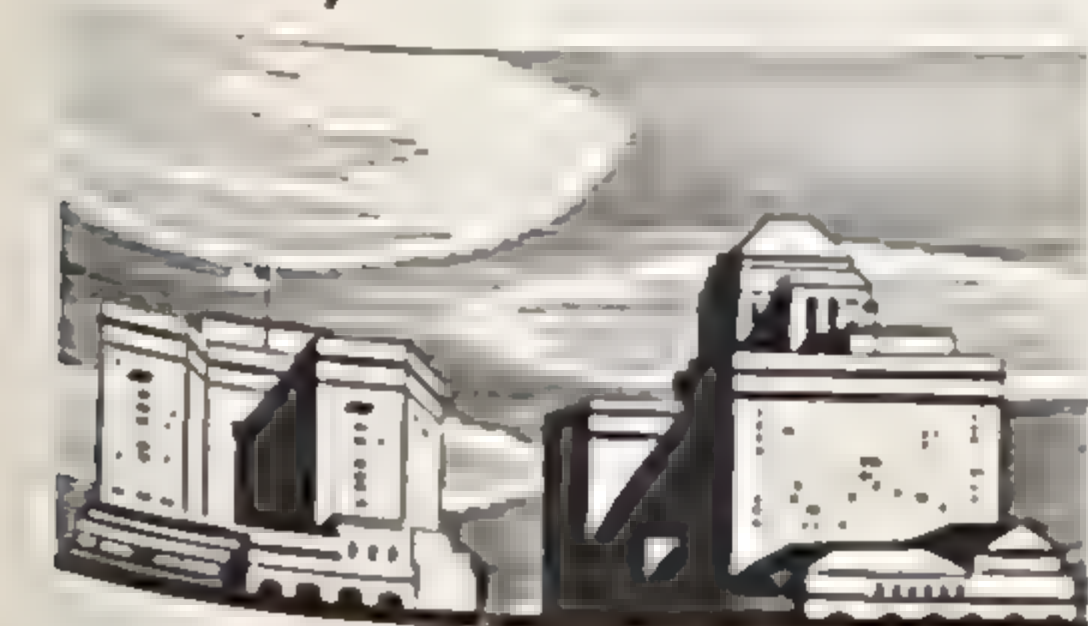
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### NEW JERSEY

#### Sea Girt



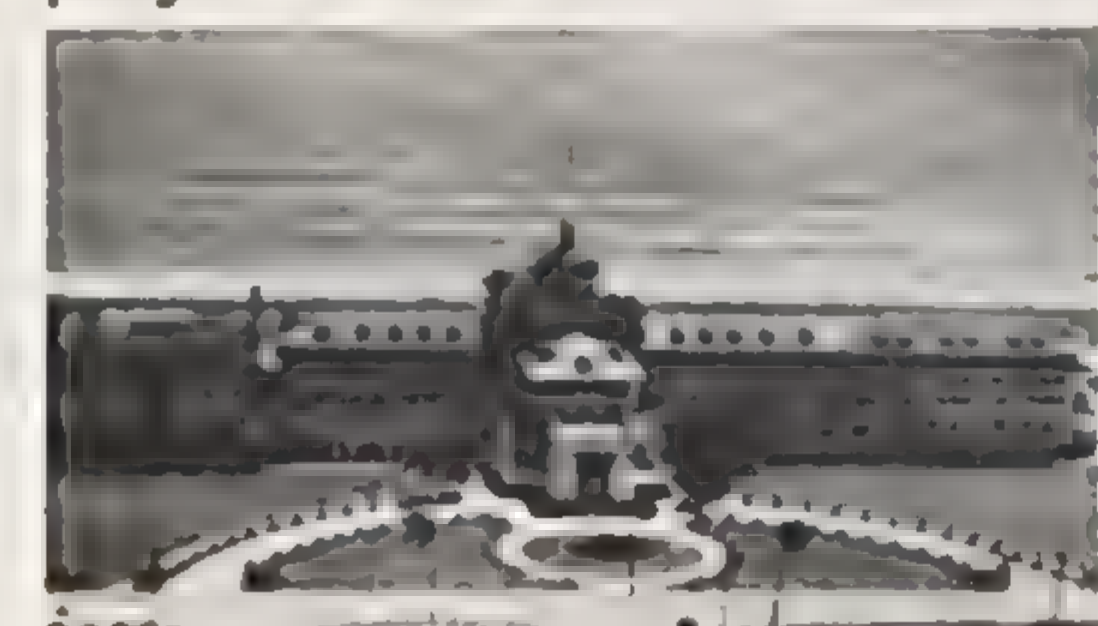
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### NEW YORK

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### VIRGINIA

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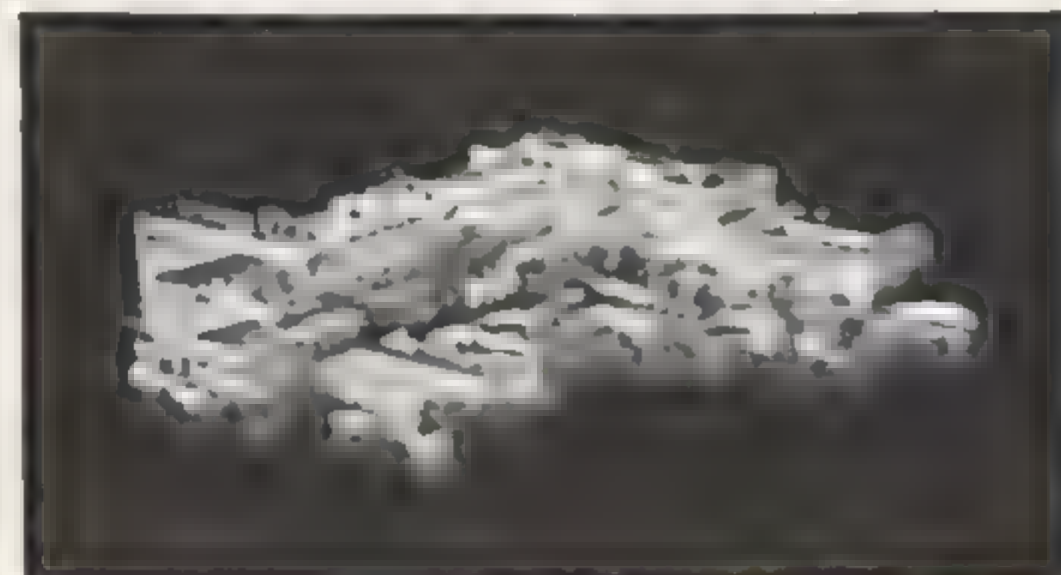


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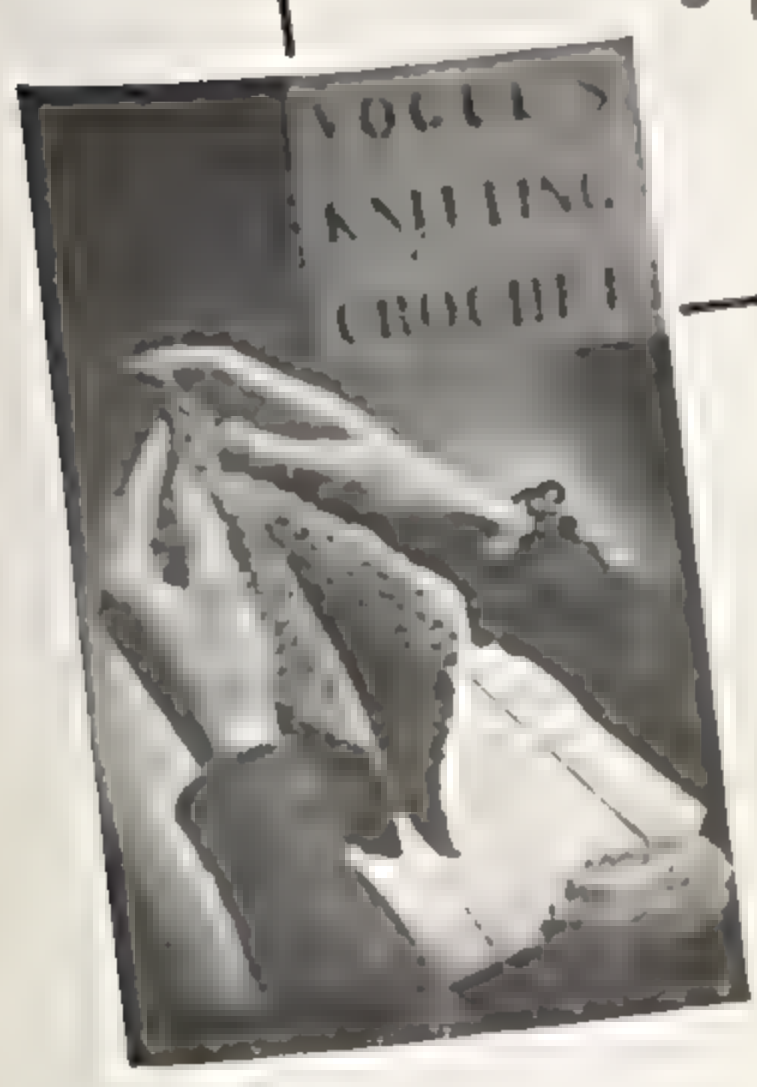
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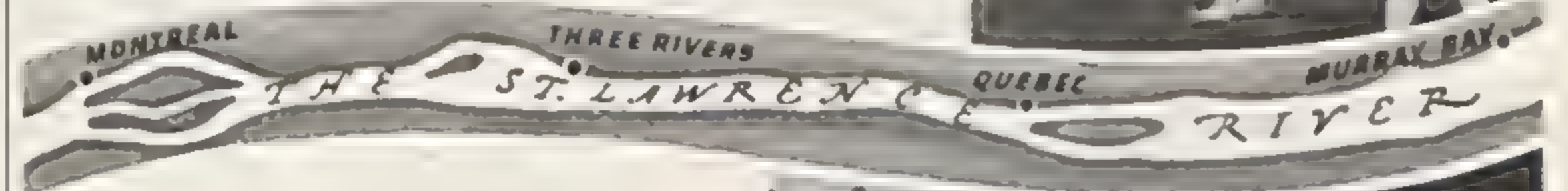
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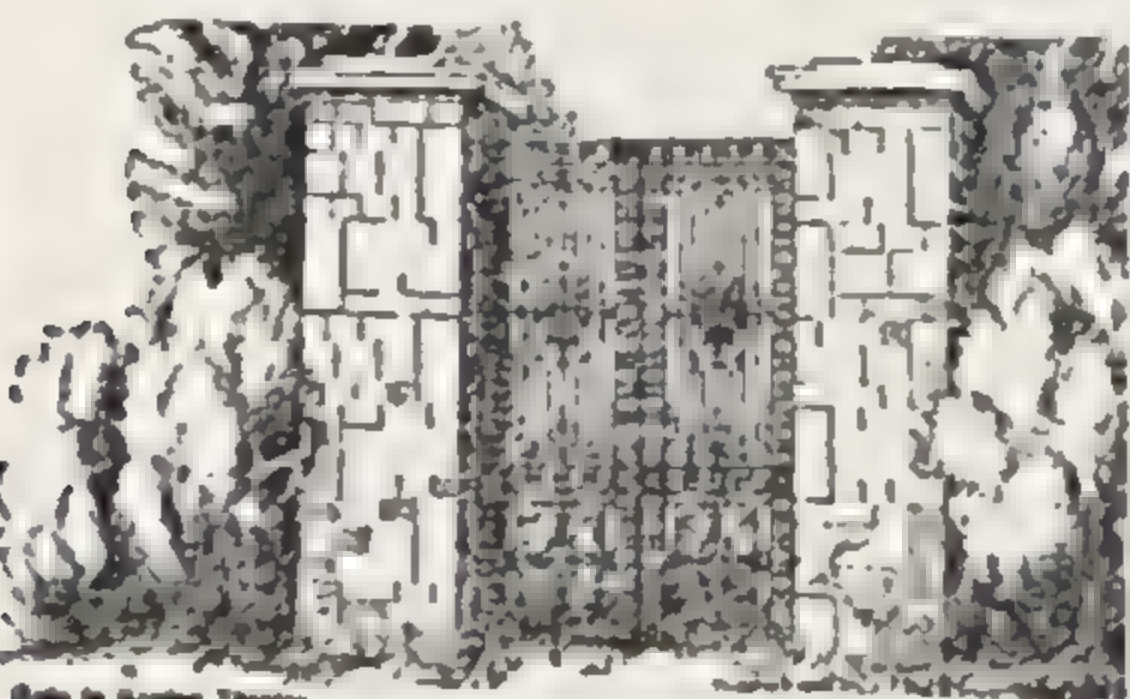
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# Vogue Covers

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• Do you remember the hottest day of a summer when you first saw a thermometer with ice dripping from it displayed before a movie house? "This Theatre Is Air Conditioned," you read. Out of the blazing streets, with the pavements soft underfoot, you went inside, and shivered slightly with delight and relief. The moving-picture theatres were the first enterprising people to circumvent Nature in this way. But it is no longer a New York novelty, and we have begun to expect gently wafting, cool air to greet us whenever we go indoors. Department stores, banks, night-clubs, hotel lobbies, and restaurants are making summer life bearable. And now the St. Regis is installing air conditioning in their up-stairs bedrooms and suites; 400 Park Avenue will be the first apartment-house to cool off its residents; and Madison Square Garden is running in icy pipes to keep down the temperatures of the sports enthusiasts.

## Brahms and beer

• If you're feeling relaxed and want a pleasant evening of music, then the Lewisohn Stadium is your summer dish. This year, the concerts begin on Wednesday evening, June 24, with Iturbi conducting and Albert Spalding as the soloist. Iturbi, in fact, will conduct for five scattered weeks, his term interrupted by Van Hoogstraeten and by a young British conductor, Paul Kerby. Only a few years ago, Kerby, who was born in South

Africa, was an assistant conductor at the Capitol, when Roxy ran that enormous movie house. Since then he has been in Germany and Austria, where he was the first Englishman to conduct the Vienna Philharmonic.

The American Ballet will again spend two evenings at the Stadium, this time on July 16 and 17, with an all-Stravinsky program. On July 30 and 31, the Catherine Littlefield ballet will do all-Ravel, and on July 9, the orchestra will do just Gershwin, with Gershwin at the piano. So far, only two opera evenings have been set aside, and the operas, as we write, have not been chosen.

For its special soloists in July, the management has announced with more than the usual alarums that Harold Bauer will be the piano soloist on June 29, that John Charles Thomas will sing on July 6, and that Mischa Elman will do violin concertos on July 13 and 14.

With a wily eye to business, the management has also put out several hundred more tables at which you may drink, with the amphitheatre rising behind you and the crowd making those patterns in the shadows.

## Dinner with distinction



• On a night when you feel like making dinner into an event, you could scarcely do better than to drop into LaRue (45 East Fifty-Eighth Street), where the setting, the service, and the cuisine have suavity and distinction. In this smart restaurant, with its gay modern murals and small dance floor, you are given the kind of flattering attention that should be a part of any perfect dinner, but is so often missing in our crowded restaurants, and the same attention is given to the preparation of everything from the green turtle soup to the *café noir*—leaving you soothed, both mentally and gastronomically.

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## Town gossip

• *June Memos:* Friday, the 19, Yale-Harvard Boat Races at New London; freshman and junior-varsity races, A.M.; varsity race, P.M. around 7; take any timely train from the Grand Central Station, boarding special morning and afternoon observation trains at New London station; all tickets available at G.C.T.; party-goers be on hand Thursday night, the 18, for annual and unbelievable shindig at New London's Hotel Griswold. . . . Polo: any Sunday afternoon these days at Meadowbrook, Governor's Island, Fort Hamilton (Brooklyn), Blind Brook (Port Chester, N. Y.), Farmingdale, Long Island, South Shore Polo Club



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# the town

(Cedarhurst), and probably your own back-yard. . . . On week-end nights, initiate your house-guests into the gaieties of (a) the Château Maggi near Huntington, Long Island, on the Jericho Turnpike; (b) Paul Rothman's in East Norwich, a dance-spot keenly frequented by the Oyster Bay monde; (c) Joe Perona's Westchester Bath Club at Mamaroneck, something lavish out of the Arabian Nights; or (d), as of old, the Westchester Embassy Club at Armonk, where the requisite membership fee is not too steep and friends who are members not too few. . . . Follow the business men in the Forties who crowd the Blue Bowl, 157 East Forty-Eighth Street—the home-cooked food gets them. . . . Sit on the grass in the park and listen to the Goldman Band playing on the Mall Monday, Wednesday, Friday, and Sunday evenings at 8:30, beginning June 17. . . .

Did you know that the Biltmore has the largest bar in the city, and that it was decorated in a very masculine way by Elsie de Wolfe? . . . A good suggestion for a hot week-end is to run down to Spring Lake and stay at the Monmouth Hotel. It is on the edge of the Atlantic Ocean, with swimming, country-club privileges, an orchestra for dancing, and Sunday buffet suppers.

## Outdoor restaurants



• Last month, we listed the city roof gardens, and here are some of the gardens and sidewalk cafés where you can eat in the open.

### GARDEN RESTAURANTS

ARMANDO, 54 East 55th Street. Gay garden for lunching and dining

CAFÉ LOUIS XIV., 15 West 49th Street, Rockefeller Center Terrace—French on one side, English on the other

CENTRAL PARK ZOO RESTAURANT. Eat under a parasol in the Park

CHARLES À LA POMME SOUFFLÉE, 157 East 55th Street. Delectable food in a back-yard garden

CHATHAM WALK, Vanderbilt Avenue and 48th Street. Park Avenue atmosphere and parasols

FAN AND BILL, 137 East 46th Street. Five back yards into one

JANET OF FRANCE, 237 West 52nd St. Janet, onion soup and a garden

JEAN, 11 East 60th Street. Tiny garden with epicurean food

KUNGSHOLM, 142 East 55th Street. Smörgåsbord and real trees

LA CHAUMIÈRE, 163 East 56th Street. Romantic garden and French cuisine

LA CRÉMAILLÈRE, 30 West 59th St. Unbeatable food on a penthouse terrace

LE COQ ROUGE, 65 East 56th Street. Transferred into the garden

LEON AND EDDIE, 33 West 52nd St. Entertainment under a sliding roof

PARK LANE GARDENS, 299 Park Ave. Picket fence, and good food

PAVILLON MARGUERY, 270 Park Ave. Unsurpassed cuisine under a canopy

RITZ CARLTON JAPANESE GARDENS, Madison Avenue at 46th Street. As cool and chic as ever

TAVERN-ON-THE-GREEN, Central Park near West 67th Street. Breakfast, lunch, tea, dinner, and dancing out in the open

THERESE WORTHINGTON GRANT, 290 Park Ave. Parasols, a verandah, and Southern cooking

THE TUSCANY, 120 East 39th St. Latticed garden, seclusion, music

### SIDEWALK CAFÉS

BREVOORT HOTEL, Fifth Avenue and 8th Street. Tables behind a hedge

FIFTH AVENUE HOTEL, at 9th Street. Sidewalk tables and a nice view

NO. 1 FIFTH AVENUE. Gaiety spilled out of doors

HAPSBURG HOUSE, 313 East 55th St. Viennese charm behind a fence

LONGCHAMPS, 55 Fifth Avenue. Awnings, a hedge, and good food

MANNY WOLF, 201 East 49th St. Steaks in the shade of the El.

ST. MORITZ CAFÉ DE LA PAIX, Central Park South. New York life viewed from an amusing corner

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## THE ELEVENTH OLYMPIAD

"THE youth of Germany invites the sporting youth of the world to Berlin for the celebration of the XIth Olympiad, 1936. . . ." Not only the youth of the world, either; for the German people are preparing to welcome young and old, sports enthusiasts and people who come just for the ride, as well as active participants in the Olympic Games. They are taking their collective status of host very much to heart; and bringing to their preparations not only their far-famed genius for organization, but a genuine desire that every one shall have a good time and see a good show.

### OLYMPIC FLAME

At midnight on July twenty-first, a runner will start from Olympia, scene of the games in the Golden Age of Greece, bearing a flaming torch—the first of about three thousand relay runners who will carry the Olympic Flame up through Greece, Bulgaria, Yugoslavia, Hungary, Austria, Czechoslovakia, and Germany, to Berlin. The last runner will reach the Olympia Stadium on the afternoon of August first, and the flame from his torch will light the Olympic beacon on the Stadium tower, "while a salute of honour thunders forth." On that day, the Führer will open the Games; the teams of over fifty nations will march into the arena with their flags and take the Olympic oath; the great white flag with the five linked rings, symbolizing the five continents, will be raised; and the Olympic Bell will ring out for the first time. In the evening, there will be a huge Festival Play with music and dancing, entitled "Olympic Youth." Thereafter, until the afternoon of August sixteenth, world championships in more than nineteen forms of sport will be contested, and hotly.

The so-called "Light Athletics"—running, high-jumping, broad-jumping, javelin-throwing, pole-vaulting, discus-throwing, the Dekathlon, et al.—will be held in the new Olympia Stadium itself, a gigantic bowl seating a hundred thousand people and standing several thousand more. It has every possible modern improvement in the way of tunnels, gangways, dressing-rooms, shops, refreshment rooms, first-aid stations—even a post-office. Even the grass-plot in the centre of the great arena is the size of a standard football field, and there are going to be four football games on it, too. (What's more, there's a baseball game scheduled for the evening of August twelfth—"combined," says the official program, "with a military concert.")

The Stadium is the focal point of

the new Reich Sports Grounds, three hundred and twenty-five acres in area, which lie in the Grunewald Forest on the western fringe of Berlin. These grounds also contain the Swimming Stadium, which has two pools—one for diving and one for swimming—and a restaurant with terraces overlooking the events, and accommodates some eighteen thousand spectators. Near it is the German Sports Forum, where the fencing matches will be held; and elsewhere on the Sports Grounds are the Riding Arena, with a grand stand that holds seven thousand people, the Dietrich-Eckart Open-Air Theatre, where the Swedish and German teams will give superb exhibitions of gymnastics, the Hockey Stadium, the huge semicircular Polo Ground, and the basket-ball and tennis courts. The Reich Sports Grounds, which are easily reached by the Heerstrasse or the Reich Strasse, have several vast parking-places, besides having their own railway station and subway station.

The wrestling, weight-lifting, and boxing competitions will take place in the great Deutschland Hall, in Berlin; near it, a special Cycling Stadium is being erected for the bicycle races. Rowing events will be held on the traditional German regatta course at Grünau, near Berlin, where the facilities have been extended to take care of twenty thousand spectators. The Olympic yacht races are to be sailed over the well-known course in Kiel Bay; the rifle-shooting matches will be at Wannsee, also near Berlin.

### SIDE SHOWS

Besides all this, there will be an exhibition of Germany's gliding prowess and progress, with the best gliders and glider-pilots in Germany; there will be a dancing display, in which dancers from all over the world will compete, individually and in groups; there will be motor rallies, cycle rallies, canoe rallies, airplane stunt flying.

The City of Berlin is making arrangements for all of its visitors this summer to be accommodated comfortably; and, for the benefit of sports-lovers with limited incomes, there will be special rates at a great many hotels, pensions, and restaurants. The German Railways have made tremendous reductions in their rates, too, for visitors who stay in Germany longer than seven days. Side-trips around Germany can be arranged amazingly inexpensively—all recognized travel agencies can supply detailed prospectuses, as well as complete information about the Olympic Games, schedules of them, and tickets to them.



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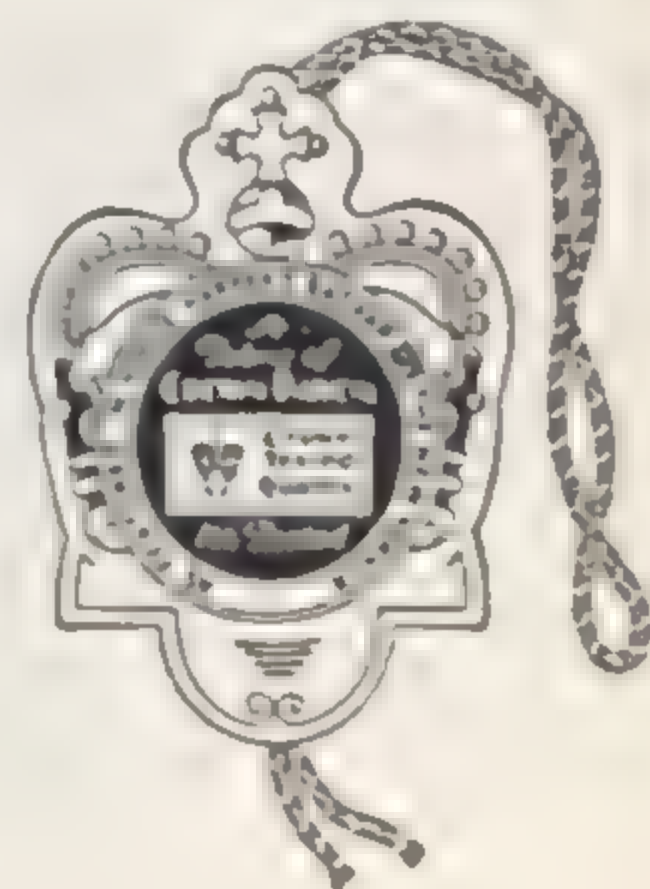


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*Foreshadowing  
Fall*

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# Emerald EMBELLISHMENTS



● Think not that I speak of the green hills of Ireland. Nor am I concerned with the beauty of jewels.

The emerald embellishments I have in mind are the grace notes to dining, without which modern dishes may be a bore, and festive tables lack charm. For delightful, seemingly inconsequential little relishes help make today's entertaining the gay, exciting thing it is.

Fortunately for all of us, the House of Heinz is also the House of Relishes, and generously indeed does it anticipate your needs.

There are tiny green gherkins, dark and inviting—sour or sweet. There's the cool, crisp goodness of fresh cucumber pickle, preserved the old-time way and lending a piquant touch to many a dish. Then there are jars of mixed pickles, also sour or sweet—to provide variety in a most sensible way. And India relish, the grand old favorite! Also those dainty, pearl-white onions!

Grace notes, indeed! And well do modern hostesses know the charm they lend to buffet dinners—to informal luncheons, gay picnics and afternoon teas.

Let me direct your attention, also, to greens of other hue. Heinz olives, so full, firm and flavorful, felt the warm sun of Spain bring them to being. Heinz relish experts select only the "pick of the crop" and bottle them for you in five delightful ways: Large, Spanish queen olives; stuffed Spanish queen olives; plain or stuffed manzanilla olives, smaller but more flavorful than queens; then there are dark ripe olives from California.

You're certain to meet these taste-intriguing members of the 57 varieties at the very best gatherings, all about town. So I suggest you give them due consideration. Grocers everywhere have them. Just ask for Heinz.



BY JOSEPHINE GIBSON



# VOGUE

INCORPORATING VANITY FAIR

IS PUBLISHED TWICE A MONTH

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JUNE 15, 1936

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BEHOLD, ON THE COVER OF THIS ISSUE, AN ORIENTAL FANTASY BY STEICHEN, TRANSLATED INTO MODERN TERMS. ON THE SUAVE LADY'S FACE, ELIZABETH ARDEN'S CHINESE MAKE-UP. FOR HER HAIR, THE SLEEK CRESTS OF A CHINESE WOMAN'S COIFFURE, AS DONE BY GUILLAUME OF ELIZABETH ARDEN. THE BLUE OF HER CRÉPE DRESS FROM FALKENSTEIN IS THAT OF A CHINESE PORCELAIN. AND ON HER HANDS, THE BEATEN GOLD JEWELLERY THAT ADORNED A HINDU PRINCESS CENTURIES AGO (JESSIE FRANKLIN TURNER)

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THERE ARE THREE VOGUES, AMERICAN, FRENCH, AND BRITISH  
ELIZABETH W. PENROSE-EDITOR OF BRITISH VOGUE-MICHEL DE BRUNHOFF-EDITOR OF FRENCH VOGUE  
EDNA WOOLMAN CHASE-EDITOR-IN-CHIEF OF THE THREE VOGUES



## LUCKY IS THE BRIDE WHOSE SHEETS ARE SUPERCAL

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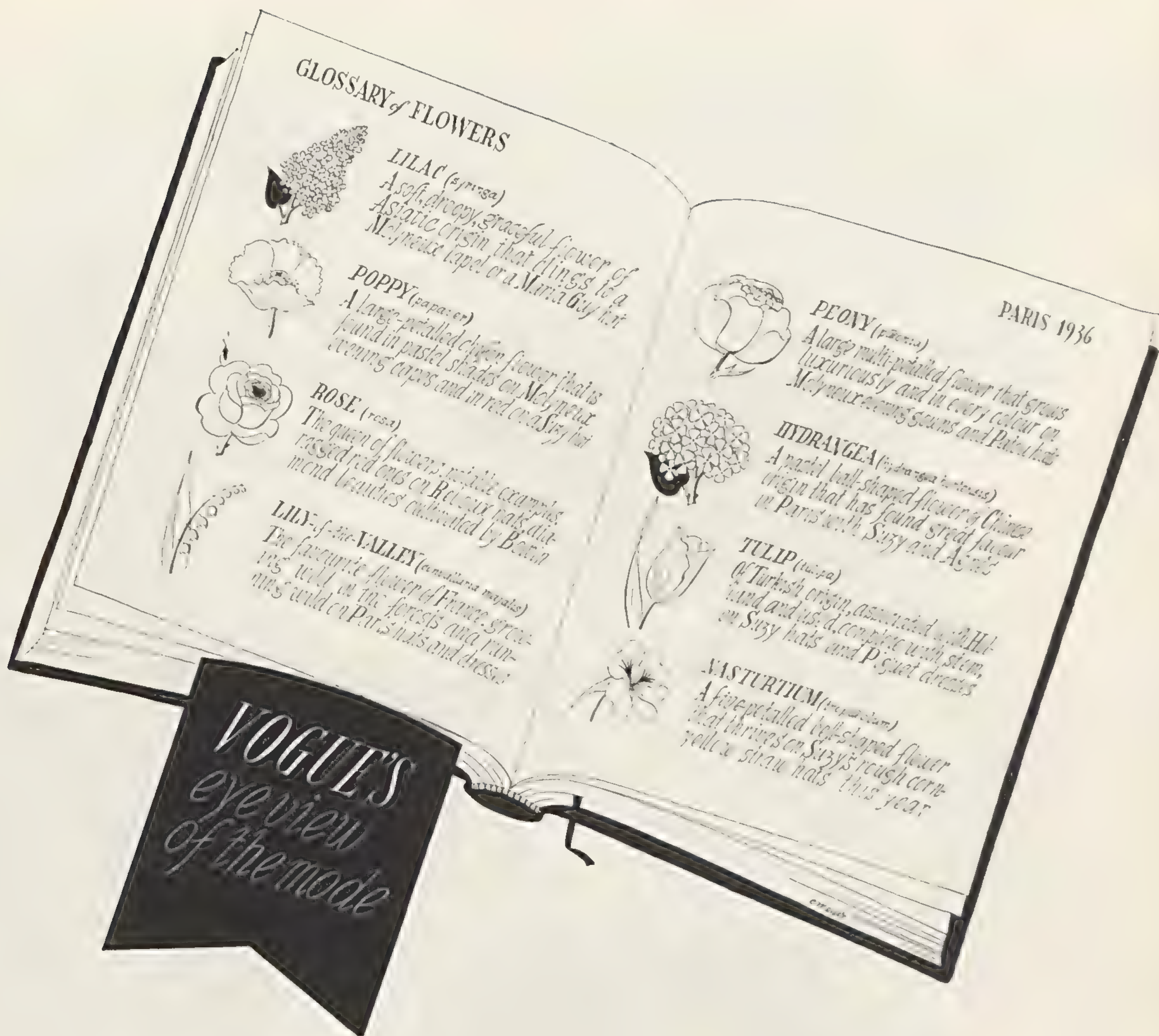
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Total — 14 sheets and 14 pillow cases . . . . . \$99.75

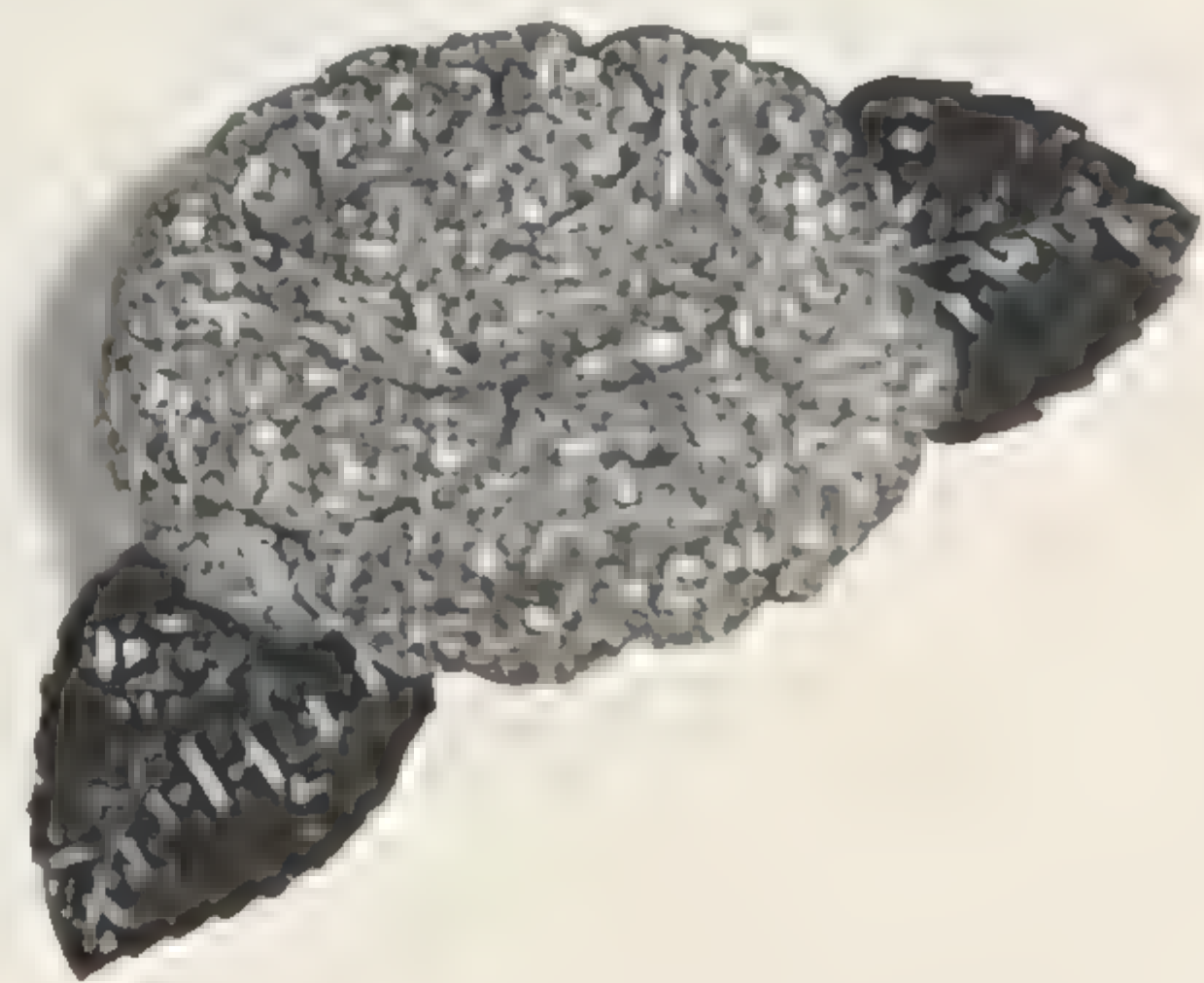




THE world may be a harried place, but as far as fashion's concerned, it's one vast flower-garden. Never have the couturiers and milliners indulged in such a floral delirium. Each one outdoes the other in appropriating rare blossoms and putting them in unexpected places. (Confirmation throughout this issue.) Even the jewellers are flower-mad. Boivin made that enormous diamond rose below—life-size, with luscious leaves of square emeralds that detach at will and form clips.

This passion for flowers, in fact, explains the contradictions in Paris cables, one of which will say, "The mode has the charm of natural things," and the next, "The mode has a definite costume-party feeling, a dress-up fantasy." For flowers combine both at the same time: Nature and the most spectacular artifice.

The first real sign of this costume-feeling crept in when we had the supreme audacity of sticking a flower in our hair at night. Now we have grown far bolder: we not only dress up when we go out, looking alternately Directoire, Victorian, *dirndl*, Balinese, or garden-party—see pages 49, 62, and 63—, but we dress up when we stay in, as pages 50 and 51 will prove to you. And we have clinched the paradox by giving that simplest, freshest, most natural of fabrics—cotton—a quite urbane allure. You have only to look at the piqué on pages 46 and 47, the cotton Finds on pages 72 and 73 to believe this transformation, and to succumb to their new charm.







FLOWERS continue to enchant the milliners. But their new blossoms must be used in unprecedented ways, as Suzy uses them here. She puts three bright tulips—the stems uncut—on the flat, squared-off hat of organdie above. She contrives a magnificent couronne of hydrangeas for the second hat. And for the big rough straw on the table, she makes a crown of nasturtiums and shiny leaves. All three from Bergdorf Goodman



# Seeds of future fashions

## ARE SOWN AT THE PARIS MID-SEASONS

PARISIANS depend upon the mid-seasons for their most exciting evening clothes of the year, for, in these, they hope to leave an indelible impression on the Paris May and June season. American buyers look to the mid-seasons for advance hints on autumn fashions. And the poor couturier sits on the fence between summer and winter, juggling with printed evening dresses and fur-trimmed winter suits so that every one may be satisfied.

And, apparently, every one is satisfied, for buying is going on like mad. Suddenly there is a great feeling in the air that the season is going to be lively, and wardrobes and spirits are being changed to meet it. At the opening of the Ambassadeurs, just a week after the first mid-season collections, the room was full of new clothes: Mrs. von Hofmannsthal in Chanel's black tulle dress with its leg-revealing slip and its bouquet of Talisman roses; Miriam Hopkins in Schiaparelli's flower-pot printed dress with a Madame Récamier band around her head; Madame Patino in one of Mainbocher's new prints with a transparent tulle band on the skirt; two very smart women wearing Molyneux capes of pastel chiffon poppies; and Madame Rochas in a white lace dress, designed by her husband, with red broadcloth bands down the skirt and a red bolero, looking very new and gay.

Mainbocher is making many of his most exciting new models for the Princess Karam of Kapurthala, her first European clothes, and Schiaparelli is having such success with her painted roses on evening dresses that her workroom looks like a paint shop. Rochas' showrooms are a riot of colour late in the afternoon, with clients all over the place

trying on his gay linen jackets and military-striped skirts. And Alix has made every one conscious of the value of multi-coloured bands around the bottom of evening skirts.

Of course, every one is buying prints for evening, for the naturalistic flowers on most of them look fresh and new and irresistible. Vionnet's poppies, Maggy Rouff's, Molyneux', and Lelong's violets, Mainbocher's field-flowers—all have the authentic stamp of summer. Those who aren't ordering dresses with flowers printed on them add to plain coloured dresses great bunches of naturalistic roses, delphinium, anemonies, or peonies. Chanel enthusiasts put bunches of flowers in their hair, perched straight over the forehead or covering the back of the hair.

For day, light jackets, either printed or plain, over dark skirts, seem to be the most popular type, with printed dresses running a close second. Rochas has an excellent idea, partly combining the two: a tailored, pleated dress of printed chiffon with a wrist-length fitted jacket of black broadcloth over it. His theory is that women want to look conservative and tailored from a distance, and soft and feminine at close inspection, and he offers the chiffon-broadcloth combination as a means to this end. Mainbocher is making silk or light-weight wool dresses with jackets—some printed—for his smart clients, and Molyneux is putting his full, circular-skirted dresses of sheer wool on every one who has a slim enough waist to show them off. Schiaparelli's top-coat trimmed with braided leather is already being worn by the Hon. Mrs. Reginald Fellowes. And her cloqué blouse-jacket suits are the (Continued on page 99)





HORST

A CAPRICE OF THE PARIS MID-SEASONS — Mainbocher's leg-curtaining band of royal-blue tulle, set like a window into the front of a blue, white, and cyclamon printed crêpe evening dress. Imported by Jay-Thorpe. The jewels on both these pages are from Mauboussin





Schiaparelli binds your hair with a Récamier band, and edges with black a yellow silk crêpe dress, the tunic of which can be worn as a cape (Salon Moderne, Saks-Fifth Avenue). Lanvin outlines a dinner-gown of heavy white crêpe with leafy bands, Hellenic and golden (Milgrim)



● At Vionnet's, the poppies thrive . . blossoming all over this chiffon dress with a skirt drifting into a vast circle. More poppies piled among your curls! Dress imported by Salon de Couture, Bonwit Teller. All jewels from Boucheron







- At Lanvin's, bouquets of flowers brighten a pleated dress of black silk mousseline; imported by Henri Bendel
- At Maggy Rouff's, lifelike bunches of white and purple Parma violets are printed here and there on a dress of pale mauve sheer silk crêpe. Violets banked on one's brow, too



WORST



# MID-SEASONING



1. Piguet's neat tunic of piqué—decisively printed in black, belted with green and black suède, and worn over a skirt of thin black wool; imported by Bergdorf Goodman. Agnès' crystal-like sailor a single, long-stemmed rose that topples precariously over one eye; imported by Macy's. Schiaparelli suit. Jewels from Lambert Frères



3. Maria Guy's on-the-square cart-wheel, velvet trimmed, that Marcel Rochas introduced with one of his black broadcloth suits
4. Schiaparelli's exotic calla-lily hat. Two long-stemmed calla-lilies strewn on a large pie-pan of black straw. The dress is of dotted silk
5. Marcel Rochas amused every one by showing with his day suits this Maria Guy squashed opera-hat of taffeta; imported by Knox



6. Lelong's brisk jacket of domino-patterned piqué; a blue dress; and a surprising belt; imported by Henri Bendel. Suzy's sailor
7. Piguet's cutaway suit of piqué printed with navy-blue arabesques; imported by Henri Bendel. Suzy's sailor with lacquered blue binding
8. Piguet's flippant jacket of dotted piqué; black crêpe skirt; Hattie Carnegie; and I. Magnin, California. Jewels from Boucheron



ANDRÉ DURST







CECIL BEATON

JESSIE MATTHEWS, the British masses' song-and-dance girl whose latest film bubble is "It's Love Again," is the biggest box-office movie star in England. Small, dark, with a mischievous face, she was the stage star of those gossamer revues, "Wake Up and Dream" and "This Year of Grace." She is now the wife of Sonnie Hale, another stage and screen idol of the British public, has an adopted small daughter, and hides away much of the time in her fisherman's cottage in Cornwall, with herself as cook



# WRITERS' WATERLOO

BY MAX MILLER

## RANDOM THOUGHTS ON HOW HOLLYWOOD PAYS — AND PUNISHES — ITS AUTHORS

WE are at dinner now in the Beverly Hills Brown Derby. We are trying to think up things to say that are funny. All this food is our reward de luxe for not having jumped over the traces in open rebellion against doing what our masters say the public wants us to do. If told that sequences should be cut out, we have cut them out. And if told that a character would not behave as we have had him behave, we have changed the character.

So, look! As a reward we are fed well.

- But I can tell what occurred in the commissary yesterday when a producer said to me: "What's this I hear about you having a new book out? Is there a picture in it?"

"No, there isn't."

"Oh, and I would like to have read it."

- Each line that is presented on paper is the signal for an open forum. A writer remains guilty for what he has written unless through the aid of oratory he can prove himself innocent. He is confronted with oratorical veterans who know all the oratorical answers.

It is called Punching Holes into a Story. It is not called Building a Story.

"Well, we sure punched holes into that new fellow's yarn, didn't we? I should say so."

- Those of us sitting here in the Brown Derby are having a great two hours. We are so liquored (just enough, you understand) and so filled with the best that there is not a to-morrow. And even should to-morrow come we will know how to handle the problems connected with having our boys and girls falling in love. It is easy. Gags will come to us as they always do in the last minute. Or if they do not come, we always can resort to the emergency of using the gags we already have seen. They worked in "Flying Down to Rio," didn't they? And they worked in "Down to Their Last Yacht," didn't they? Well, with just a little revamping——

- The first philosophy a worker hears up here, I think, is that one poor picture may be forgiven, but that two poor pictures in succession is a signal to watch out, and that three consecutive poor pictures is good-bye forever.

Actors say it. Producers say it. Directors say it. And each is so dependent on the other in a production that any of the three who shows the least indication of slipping is to be avoided if at all possible.

Nobody wants to be aboard a leaking vessel. It may be gallant in all respects except for a leaky seam. But, rather than try to repair the leak, it is much more simple to leave the vessel, to abandon it, and to fly to the colours of another vessel brand-new.

And this accounts for the derelicts we see up here everywhere. They belong to a ghostlike navy of their own, and their invisible insignia reads: "Two Pictures in Succession Didn't Draw Box-Office. Cheerio."

And the more one sees of this huge armada of ill-luck, the more amazed does one become at the navigation of such persons as Pickford, Lloyd, Beery, and the elder Fairbanks. To have remained afloat more than a quarter-century, while all about them other spars were toppling into the ocean, required more than acting-genius. Because acting-genius is not enough. It is nowhere near enough. It is, in fact, hardly even the first requirement.

The first requirement, perhaps, is nimbleness, the ability to leap from deck to deck a little more quickly than the other person to the right or to the left. Loyalty to one's friends is a virtue, but, among a fleet of sinking vessels, it is not a business virtue. It is better to limit friendship to such things as the drawing-room or Christmas. And even there and even then, one should be cautious.

- On seeing a picture that varies just the slightest from the customary structure, I can be assured now that somebody in the studio risked his entire reputation, his livelihood, his future income, on the gamble. But perhaps that is why we receive so much money. It is to offset the praise that is never given. They pay us instead of work with us. That must be the way it is.

- Nor before did I have any sympathy whatsoever on reading about actors who once received a thousand-a-week and who are now desperate. They should have saved, I thought. It was their own fault. (Continued on page 92)





MURRELL

WENDY BARRIE—Britain's sprightly loan to the American screen—in a little-girl jumper-dress of fresh green linen, with green-and-white dotted silk for its blouse, and a streak of fireman-red Talon fastener to do it up both back and front (from Best and I. Magnin, California). The Gargantuan round of natural coloured straw is from John-Frederics



MARY ROGERS—daughter of the late Will Rogers and trouper in her own right—dallies under the sun at her father's Santa Monica ranch. Her white crêpe costume, with its full, short jacket, peels down to a backless dress, hitched up with blue grosgrain (Best; I. Magnin, California). A thick straw brim serves for a hat (John-Frederics)











TONI FRISSELL

## WHAT ABOUT PANTS? WHERE? WHEN?

ON they go—the discussions about where and when women wear slacks, shorts, culottes. In Florida and California, they play golf in tailored slacks like a man's flannel trousers. But conservative Easterners say they don't like them on Long Island courses. Slacks for fishing? Yes, everywhere—from deep-sea fishing off Montauk to marlin fishing at Bimini. Slacks for boating? Decidedly yes, whether you're handling your own sail or cruising on a Diesel-engine yacht. Slacks for gardening and country loafing? By all means. And now, rumours drift about that America may take up the fashion of Continental women at Cannes—that of wearing slacks at night to dance at casinos or yacht-clubs.

Shorts? Never on a golf course, but on any beach or tennis-court in the States. Bermuda, you may be amused to know, forbids you to bicycle in them through its quiet streets. Wear your shorts longer, this year, and have pleats.

Culottes? Everywhere in the country and for almost every sport: golf, tennis, fishing, bicycling, boating, et al. But can one wear them in town?—people ask. A few smart women do (providing the culotte is so cleverly cut that you can't tell it from a skirt), but the conservative faction still prefers to leave them to the country. Whatever the type of pants, however, be finicky about how they fit . . . especially from the rear view. Aside from white and grey, there's a definite leaning, this year, toward dark colours: dark green, blue, brown or black.

- Above: An angler in slacks and shirt of dark green linen—a new colour on the sands. Instead of initials on her pocket—her phone number! Peck and Peck; Bullock's-Wilshire
- Left: An excellent catch: white linen culotte with a double-breasted, backless top. When it's cool, you pull on a blue flannel bolero. Lord and Taylor; Martha Weathered





Listening: A blue cotton "Shirtmaker" dress, for golf (Best). Whispering: A two-piece raspberry linen, piped in white (Altman)



Deuce in tennis: Sleeveless, short-cut culotte dress of white piqué zipped at the neck (Best); one-piece linen culotte (Mrs. Franklin, Inc.)

## CLASSICS IN CIRCULATION



Two-piece dress of cream Koat-a-Kool, red belted. A dream of amenability—good for lunch, golf, or tennis. From Bloomingdale



At game's end: A raspberry hand-knitted string shirt; grey flannel splits (Best). Blue jersey cardigan; tennis dress; Jay-Thorpe





At the 19th hole: White-and-wine horse-printed shorts, skirt, shirt (Sada Sacks); and a blue-and-white dotted silk dress (Best)



A golf skirt you'll want more than one of. White linen, with deep pleats. Green China silk shirt. Abercrombie and Fitch

Sea Island cotton shirt, shorts, and belt; elastic band to hold the hair (Best); and Kleinert's feed-bag, to hold the balls



Not too out-and-out athletic to stay on for cocktails. Of white homespun silk, well-cut. Saks-Fifth Avenue, New York and Chicago

TONI FRISSELL







## IN WHAT ORDER DO YOU VALUE THEM? . . . BY G. B. STERN

THE instinct to make mental lists and place things tidily and in their right order, lies deeply in our bones: "I like Vera best, and Dorothy next, and after that, Marjorie, and then—oh, I don't know—Pamela, I think, or—no, Joan first and Pamela next," is the sort of thing that every child and every schoolgirl has done. Possibly it is more a feminine than a masculine attribute. Jane Austen would have called it a sense of neatness and propriety.

A mother is never allowed, of course, to say aloud which she likes best of her children: "I love all my children alike" is a formula spoken automatically; but from an inaccessible corner of her subconscious, any mother might be forgiven for whispering, "Bunny a long way first, and then Molly and then Jim. And Ted and Barbara next, both equally. And I'm afraid Leslie the least of all of them. But" (publicly) "of course I love all my children alike."

The secret message of one's bones can not be denied; and I feel that even in the ark, Mrs. Noah, though sternly forbidden by Noah himself to show favouritism, often privately chanted a little list to while away the wet evenings: "I like the doves best, and the zebras next best because they have such sad eyes and such nice stripes, and after that the elephants, and then the butterflies, and least of all, I'm afraid, the dromedaries."

The newspapers pander to this instinct in the ordinary human being, and are perpetually asking for votes so that they may publish a list, in order of choice, of film stars, hundred best books, the places you most wish to visit, and so forth; perfectly sedate lists, these; of preference, not of passion.

The other day, an argument sprang up among five of us, over just another of these lists; and although we were discussing matters in the abstract, we all very decidedly lost our tempers and had much ado in recovering them. Abstract discussion, after all, usually means that each person involved is thinking vehemently of his own personal and intimate experiences in connection with the subject; and here again we may note that women are nearly always prepared to make a gap in the lofty wall of cosmic argument and to say quite frankly: "Well, in my own case . . ." or, "You see something very like that happened to my sister . . ."

Most men spring away from these warm personal

engagements, with the panic of a mountain stag threatened by the hunters. To hear most men obstinately generalize, you would think that there was no such thing as one person in the world, only masses of a hundred thousand; no unit, only statistics; no pleasant, friendly, happy, frightened, clamouring, suffering, perplexing, egotistical "I"; no "I" and "You" comfortably seated before the fire having a cup of tea. Not for the average male in argument.

So that this special discussion derived most of its passion and its interest from the fact that we were all women and did not hesitate every now and then to prove our point by autobiography. The discussion was: "In what order do we place money, work, health, and human relationships, if making a list of these essentials for happiness?"

You have to try to be fair when you draw up these lists, and not impetuously place at the top the item which you do not possess yourself, and at the bottom the one that you do. The trouble is, when you come to think it out, that all four run round in circles biting each others' tails. Or depend, piece by piece, each on the other, like one of those interlocking Japanese puzzles of small segments of polished wood, that are cunningly contrived to assemble in the form of a perfect square or circle. Money, for instance, can get you health sometimes, not always; and health very often can get you money; but which comes first, the hen or the egg? And again, money can give you leisure and conditions to do good work. But human relationships gone awry will destroy work in a much more deadly fashion than lack of money. And given good health, one is so much more likely to keep one's human relationships decent and sensitive. Certainly (I asserted) *that* hen comes before *that* egg.

Here is the order of my list, every point fiercely contested by the other four:

First, health; because if you are feeling ill, that seeps into everything; turns your human contacts peevish and envious; makes your work dreary, and saps the generous vitality which should inform whatever work you do.

But, turning that inside out, how does it look then? If, in fact, you put work first, does not the sensation of having accomplished something which has in it even a gleam of your original vision, mean that you will have little difficulty—for the (Continued on page 97)





## IMPOSSIBLE INTERVIEW: STALIN VERSUS SCHIAPARELLI

STALIN: What are you doing up here, Dressmaker?

SCHIAPARELLI: I am getting a bird's-eye view of your women's fashions, Man of Steel.

STALIN: Can't you leave our women alone?

SCHIAPARELLI: They don't want to be left alone. They want to look like the other women of the world.

STALIN: What! Like those hip-less, bust-less scarecrows of your dying civilizations?

SCHIAPARELLI: Already they admire our mannequins and models. Sooner or later they'll come to our ideals.

STALIN: Not while Soviet ideology persists.

SCHIAPARELLI: Look below you, Man of Steel. Look at the beauty parlours and permanent-wave machines springing up. The next step is fashion. In a few years, you won't see kerchiefs on heads any more.

STALIN: You underestimate the serious goals of Soviet women.

SCHIAPARELLI: You underestimate their natural vanity.

STALIN: Perhaps I had better cut your parachute down!

SCHIAPARELLI: A hundred other couturiers would replace me.

STALIN: In that case, cut my ropes!







# Modern artists find a sensational new medium for their designs in French tapestry weaving

WHEN the Bignou Gallery in New York showed these extraordinary modern tapestries, press and public gasped their astonishment and praise. Not only because the French had the courage and initiative to turn their famous looms of Aubusson and Beauvais towards modern themes, but because the resultant tapestries were such incredibly perfect recreations of the designs painted by Braque, Dufy, Léger, Lurçat, Matisse, Picasso, and Rouault. You had to stand close to them before you realized that the brush-strokes, the infinite range of colours, the lines and shadows were made not by brush and pigment, but by the interweaving of a million threads.

It was Madame Cuttoli, wife of a French senator, who first had the idea of making modern tapestries; who enlisted these celebrated modern painters to design for them; and who owns the completed tapestries. The small ones, incidentally, took eight months to weave, the large ones two years.



- Opposite page: "La Danseuse," by Georges Rouault, woven in Point de Beauvais—eighty-one stitches to the square centimetre
- Above: "Nature Morte à la Pipe," by Georges Braque, famous painter of abstractions. Woven in Point de Beauvais, of silk and wool
- Left: "Inspiration," by Pablo Picasso—a semi-abstraction by the many-mannered Parisian genius. Also Point de Beauvais, in silk and wool

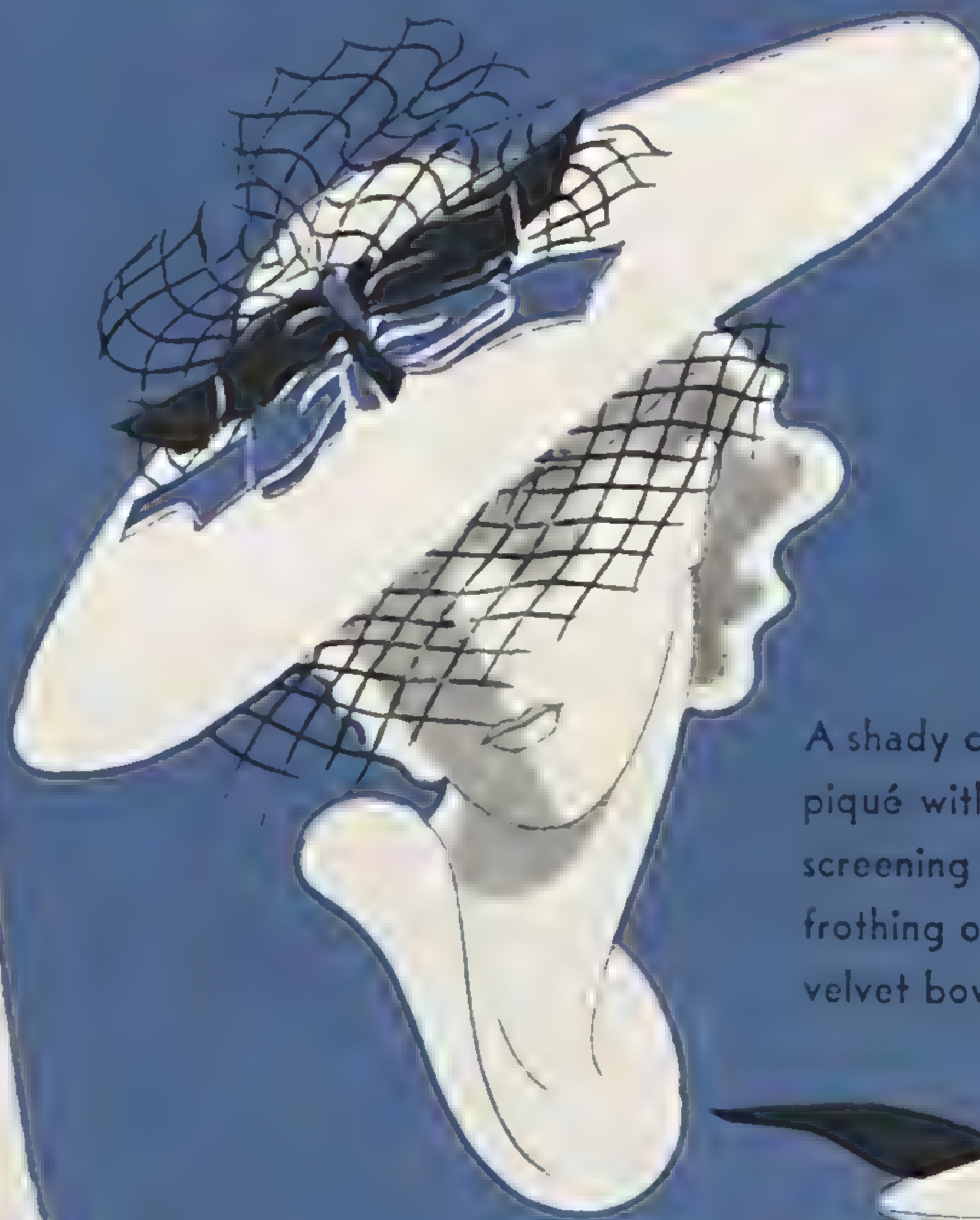




An entire top-coat of piqué—Creed's superior model of diamond-barred piqué from Normand (see the swatch in the right corner). Descat's piqué sailor, and Louise Bourbon's scarf. All imported by Jay-Thorpe



Piqué crops up everywhere, anywhere. Here, it appears in a new diamond design for Thérèse Hemsy's squashy bag; Jay-Thorpe



A shady cart-wheel of piqué with a black veil screening the eyes and frothing over the gay velvet bows; Lilly Daché



Curled up over the ears in a new lilt is the brim of this Marthe hat of stitched white piqué. One blue wing and one white wing take off at the sides of the crown; imported by Jay-Thorpe

R. DE LAVERERIE



# PIQUÉ SPREADS ITSELF

Hermès's latest piqué gloves are cut on the bias and embroidered with little black designs all along the side seam

Louise Bourbon inserts gay stripes down the back of this piqué glove. It teams with the scarf opposite. Jay-Thorpe has both

Alix makes a gladiator's tunic out of a new oak-leaf patterned piqué from Simonnot-Godard (see swatch in left corner). It's worn over a handkerchief linen skirt. Bergdorf Goodman

Thérèse Hemsy's hexagonal bag of matelassé piqué—in a large size for day, small for night. The petalled top frills like a flower when you draw the cord



MRS. JULIEN CHAQUENEAU evades the heat of New York nights in a disarmingly simple dinner-dress of black-and-white printed handkerchief linen . . . a fabric, by the way, that is showing up everywhere from country terraces to town dance floors. A black patent leather belt cinches in the billowing skirt. From Bonwit Teller; Marshall Field

CECIL BEATON








CECIL BEATON

MRS. RAIMUND VON HOFMANNSTHAL — surrounded here by Pavel Tchelitchev's sketches of her own fine head — may start a fashion with this fascinating head-dress. With a length of Paisley satin ribbon—the same Paisley that girds her white French organdie dress—she binds her hair as the Empire ladies did. Costume from Bergdorf Goodman



Stay home



Look fragile as an old-fashioned Valentine in a white dotted Swiss house coat, tied in red over a ruffled cotton slip; from Muriel King

Or go modern in purple crêpe trousers, above which juts a white paper taffeta coat, daubed with fuchsia, rose, purple; Jay-Thorpe



and dress



For nights on your own terrace, or in your ivory tower—an Early American chintz print, with eyelet-embroidered sleeves and petticoat

To make you feel a different person—a white cotton basque, buttoned tight over a full skirt of crosswise striped tissue taffeta



Victorian stay-at-home—a basque of cabbage-rose glazed chintz, scalloped in rose and white. Below it, a wide white muslin skirt



Red, white, and pink perfection to come down to dinner in. Of glazed chintz, striped and flowered and snug through the waist

BEATON.





A huge water-proof beach bag of bright shirred silk, piped in patent leather; Maybelle Manning



Coloured numbers strew the neckerchief; the flat white case is leather. Saks-Fifth Avenue, New York, Chicago

## SHOP-HOUND LOOKS FOR COMPLEMENTS

**H**AVE your summer dresses as simple and cool and uncluttered as you like; but when it comes to accessories, let yourself go. This seems to be the only rule about accessories this summer—that there aren't any rules, or at least very few. If your dress is white or pastel coloured, your accessories should be brilliant, definite in colour; if your dress is dark or vivid, white accessories are unsurpassable—and indispensable. Beyond that, it's between you and your individualism, and no holds barred!

Some of the newest complements of the season are of glazed chintz and printed challis, in little flower-sprigged designs—like the glazed chintz team at the top of the opposite page (it's particularly gay in yellow) or the challis duet in the lower right-hand corner on the opposite page. (Incidentally, that sash is strung on a ring, and can also be twisted into a very fetching turban.)

White linen Lewis purse; Volupté's cigarette-case, compact. Saks-Fifth Avenue, New York, Chicago



The perfect summer gadget—a round linen powder-box, dangling from your finger by a red wool cord. Plaid linen jacket. Bonwit Teller

But then there's linen—in everything from huge, pouchy bags to compact powder-boxes; there's leather—pigskin, patent leather, kid; there's even straw. And don't forget cotton—not only piqué, the current darling, but cotton gloves—light, brief, and washable.

By day, wear as cool a hat as possible; by night, ransack the garden or the shops for flowers and frou-frou to put in your hair—like the lady in the photograph, opposite, who twines lacquered green leaves in her bacchanalian coiffure. Brighten up your evening dresses with fresh flowers, flower-spattered net capes, or net fans—like that green-dotted black one opposite. (Two superb night-blooming net capes are shown on page 94.)

CAROLA RUST



This little pig-skin case clamps on your belt, holds powder, lip-tick, and comb; Bonwit Teller



It's sandals morning, noon, and night this summer, as airy as you please, for city as well as country. The Vanity Boot Shop (576 Madison Avenue) has an infinite variety of sandals, built on the shop's smart short-vamped last. One has wide bands of braided kid and suède, in two-colour combinations.

For daytime wear, the combination might be white suède and blue kid, with a blue kid heel and wide strap (under \$13); for evening, it's in gold or silver kid and white satin, for around \$16. The sandal photographed below is of silver kid with tiny gold kid strips; or, for day, of natural coloured linen with calf strips, brown or coloured. It's about \$15.



Matching peasant scarf and bag of gaily flowered glazed chintz; Bergdorf Goodman



CAROLA RUST

A short cape of stiff slipper satin with far-flung shoulders, enormously flattering; Arthur Falkenstein

Lacquered green leaves; Lord and Taylor. Black net fan; Altman. Coiffure, Fred the Hair Stylist



Stop-watch; Trabert, Hoeffler-Mauboussin. Pigskin gloves; Mark Cross

Arnold Constable's Town and Country Shop has one of the nicest bits of foolery for miles around—for beach or general country wear. It's a shirt made of bright red (or blue) printed cotton like a labourer's bandanna, and it ties twice in front, and there's a silly little visored cap to match; the whole works costs under \$3. Incidentally, this shop is not only a haven for impecunious naiads like us—it's a good place to know about, anyway.

Miss Penn, of 562 Madison Avenue, is the lady who makes exquisite pieces of old brocade into wonderful bags, and who will make bags to match anything. But she has several new designs, too, that you'll long to possess; an envelope-shaped evening bag, for instance, made of finely shirred chiffon or lace.

And if you're going places, better look at Miss Penn's new travelling triumph—one of those flat-bottomed hand-bags that stand up. For the bottom is a box, and contains complete first aid for the travel-stained—tiny face-towels, soap, powder, cream, tooth-brush, everything! (Continued on page 94)



Printed black challis sandal and sash; turquoise or coral bracelet. Bonwit Teller



Sandals of silver kid; Vanity Boot Shop. Evening-sandal stockings; Best



# Women should look beautiful

## BUT DO THEY IN MOST SPORTS?

OUT of a list of some twenty-five sports in which ladies of to-day indulge with vehemence and passion—and also, it is to be noted with regret, in public—, there are only nine in which they do not manage to look utterly silly while they are performing in them and which have my approval. And two or three of those are on the doubtful list for various reasons that I will go into later. Nobody asked me for this opinion, but if I waited for you to get around to it we would never get any place.

The sports in which I will permit ladies to take part, in a mild and decorative manner, are archery, back-stroke swimming, figure skating, riding, skiing, speed skating, aviation, shooting, and angling. And of these, shooting and skiing are slightly on the doubtful list. I have not quite made up my mind.

Definitely interdicted, and never again to be performed before my eyes, are squash, and all its derivatives, tennis, all forms of track and field sports, boxing, wrestling, Badminton, basket-ball, baseball, golf, fencing, field hockey, breast-stroke and free-style swimming, hand-ball, polo, rowing, either in eight-oared crews or single sculls, and any other sport in which women stick out places when they play, wear funny clothes, get out of breath, or perspire.

I will take the sports up in the order named and trust this will dispose of the matter once and for all. Some of this territory I have covered in a previous article, but apparently not conclusively, because it still goes on. If anything, it is worse than ever. It is a lady's business to look beautiful. There are hardly any sports in which she seems to be able to do this.

Ladies have no business playing squash, or any of the similar court games. They can't take it, or rather they can not take it gracefully. I am reminded particularly of the semifinal match in the English Ladies' Squash Championships that I saw played in London, as well as the International England versus America Squash Matches. In this, two gals played themselves into a stage of absolute pop-eyed exhaustion, so that between games they sat panting on the floor of the court, their legs spread out, backs to the wall, tongues hanging out, faces beet-red, hair damp and scraggly, escaping from bandeaux, uniforms that consisted of shorts and sleeveless blouses, wet and clinging. Come, come, girls. We simply can not be having that sort of thing.

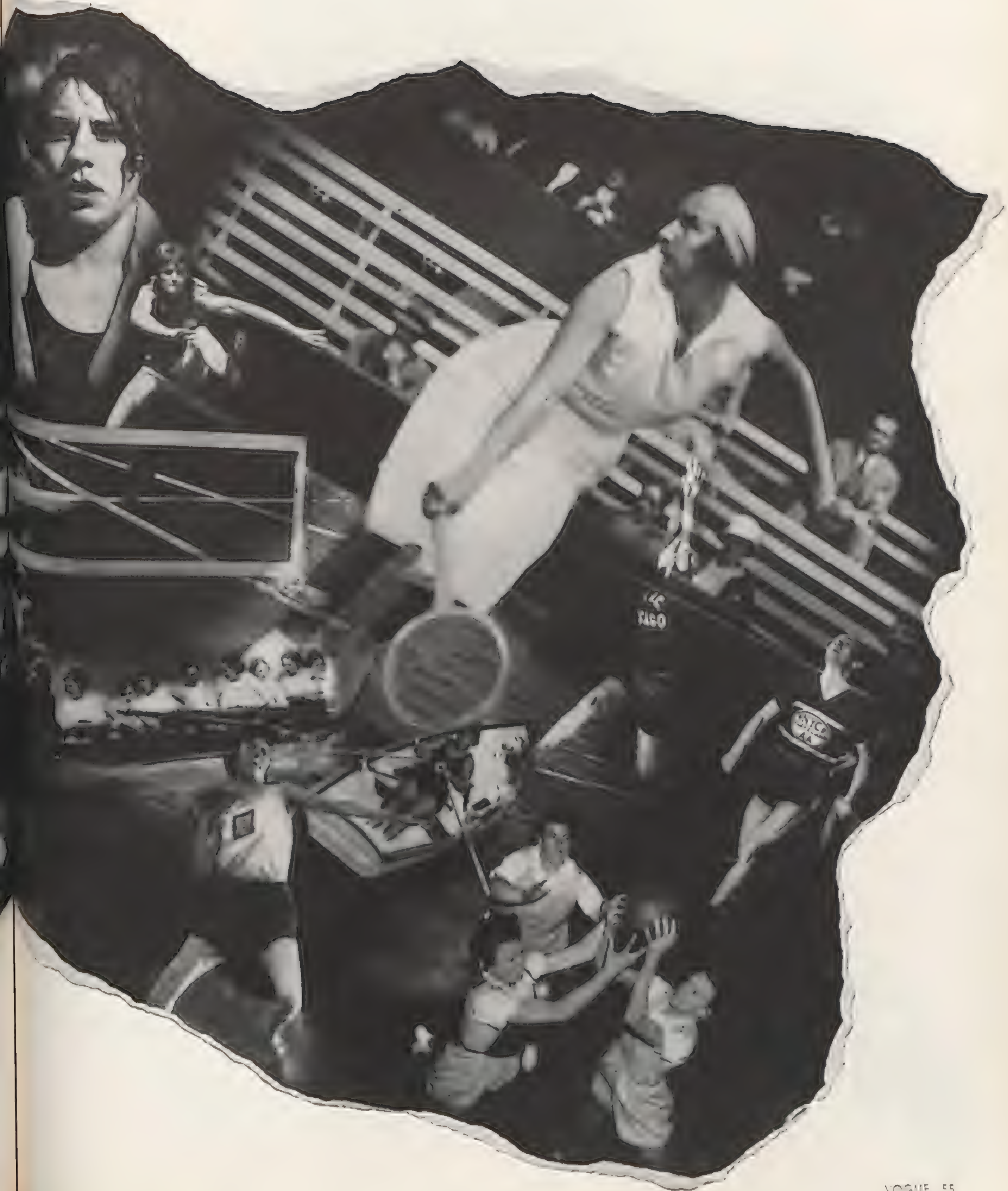
There was one real eyeful in the whole crowd of lady squashers, the English champion, a girl by the name of Margot Lumb, who incidentally, if you care, is probably the greatest lady squash player in the world; but even she got damp and came apart at the seams when the going got a little rough and she had to extend herself.

Ladies think they look beautiful and graceful playing tennis, but they do not. The girl has not yet been built who (Continued on page 96)

BY PAUL GALICO









# MY GRANDMOTHER

VERSUS THOS. COOK & SON

by Elizabeth England



MY grandmother liked a great many people for no apparent reason; but she disliked the most astonishing number for the most peculiar reasons, and, of them all, she most disliked people who believe in organization. My grandmother hated to plan anything in advance, she couldn't be bothered to tell any one else what to do or where to be at a given time, and if any one else attempted to tell *her*, they attempted it only once. She had a way of snarling out of the corner of her mouth that would have been horrible if she had been a plain woman. As a matter of fact, she was rather beautiful, so that when she snarled it was only startling. But it did give you pause.

For this reason—her contempt of organization—she disliked people like club presidents, senators, and private secretaries. And, most of all, she hated Thomas Cook and Son. She saw Thomas Cook as a kind of demon executive; and the “and Son” she knew to be a whole army of minions scattered all over the globe, with one common aim and purpose in life: to frustrate her own happily unorganized travel in ingenious and vengeful ways, which were never unsuccessful.

My grandmother spent most of her adult life travelling and so had, willy-nilly, a good deal of contact with the Messrs. Cook. She travelled partly because she adored change and partly because she had a number of sons and daughters-in-law and grandchildren, all of whom she contradicted whenever any of them made a statement that in any way annoyed her. She would stay with one of my uncles until his wife dared to say that Rocky Mountain Time differed from Eastern Standard Time. Then, after a two-day interlude, during which grandmother had gone with flashing eyes into the intellectual frailties of all of her son's wife's ancestors, she would suddenly depart for Tibet or Johannesburg. When she came back she would have the complete costume of a Tibetan lama (if it had been Tibet) for the daughter-in-law who had been foolish enough to discuss anything so organized as time with her, and the incident would be forgotten—by grandmother.



"GRANDMOTHER WAS LOOKING UNEASY"

The year that she came back from India, she had about four thousand ebony elephants with ivory tusks and an exposed, but perfectly black Kodak film, which she treasured with her Travellers' Cheques. She had, it seemed, met a friend who was travelling with a Cook's Tour. The Cook's guide had taken his party to see the famous Indian rope trick—the one in which one fakir throws an ordinary rope into the air, and his partner climbs it. My grandmother, who had gone along in a spirit of acute scepticism, had taken a snapshot of the Indian when he was on the very top of the rope. The developed negative was perfectly blank. Grandmother announced that she had exposed the Rope Trick. It was mass hypnotism.

Months later, I found that Grandmother took nearly all of her







"THE CABIN WAS TOO SMALL FOR FOUR PEOPLE, LET ALONE FRUIT . . ."

pictures with her thumb firmly against the lens of the camera. But when Grandmother exploded a theory, it stayed exploded.

I was never certain of the events leading up to my own trip abroad with Grandmother, because I was away at school; but they must have been cataclysmic. For Grandmother took with her not only me and another granddaughter, but her own sister Katharine, who was sixty-six and hadn't gone ten miles from her own front porch in the last twenty years. This was, I think, one of Grandmother's most characteristic gestures—half Quixotic generosity to us and half defiance to a lot of sons and daughters-in-law who thought that they knew approximately what Grandmother was going to do next.



It startled them, certainly. But what really set them by the ears was the fact that, at the last minute, Grandmother joined a Cook's Tour. This the family found shocking and somehow ominous. Grandmother was audibly and testily impatient with their bewilderment.

"I'm seventy-two," she said, "and I see no reason why I should manage a trip for myself and two fidgety girls, let alone a fool like my sister Katharine. It'll serve Thomas Cook right to have to look after 'em."

That trip, in nearly all of its aspects, was unequalled. To begin with, Grandmother was bored to the point of agony at the bare idea of being a chaperon to any one, with the result that Peggy (the other granddaughter) and I had a remarkably good time after dark in the capitals of Europe, while Grandmother and Aunt Katharine played bridge. Great-Aunt Katharine loved bridge and was in the habit of handing out the somewhat unanchored fact that she had once won \$24 from President Harding. Peggy and I decided almost at once that that game of bridge must have been the peak of achievement in Great-Aunt Kate's life. For, from the instant we started, it was apparent that Aunt Kate was a passionately negative person. She was afraid of heights, horses, elevators, and draughts. She disliked almost all food and distrusted water. She had a way of going through shops and bazaars preceded by her nose that made her look like a suspicious ant-eater in a lace collar. She never bought anything.

Grandmother was singularly patient about Aunt Kate. There is, of course, the possibility that she had been (Continued on page 86)



"SHE BOUGHT A SET OF DUBIOUS POST-CARDS"









**T**HREE types of wraps  
to ornament summer nights

- First: the idolized silver fox in an incredibly light cape that you'll wear with almost any dress. The silky skins are worked in a beautiful sunburst design; from Bergdorf Goodman

- Second: a mere excuse for a wrap—a shiny satin jacket that ties high around your waist. The co-starring dress of point d'esprit has a low décolletage and a skirt shirred in graduating bands; Bergdorf Goodman

- Third: a Persian tunic-coat of printed pebbly crêpe—new in its very high waist and shoulder accent; Hattie Carnegie; I. Magnin, California

R B W



Cool as  
a zulep

Heat-defeater -  
this Carolyn Modes crepe  
cape and dress, printed  
bodice; Arnold Constable

Town-loom, black  
cotton dress printed with  
challis sprigs; Altman

BRAGUIN.





Flower-printed dress of  
Sanforized Crown Spun Rayon; Macy's  
Coin-dotted organdie: precision  
tailored, short-sleeved; Viola Cohn,  
Marshall Field



Printed linen suit  
fine for commuting.  
John Wanamaker,  
New York, Philadelphia;  
Marshall Field

White crepe sports  
dress, dotted jabot;  
Martha West











CECIL BEATON

THE MISSES ANGELICA WELLDON AND NINA MATLEVA—putting on an animated puppet act to show off the doll-like charm of their dresses. Miss Welldon's is a tucked mauve-pink organdie, fragile in colour as a pearly sea-shell, the waist banked with flowers; Bonwit Teller; I. Magnin, California. Miss Matleva's, a cloud of grey dotted Swiss; from Saks-Fifth Avenue, New York and Chicago

MISS INA CLAIRE — taking a cue from her unforgettable costume in the second act of "End of Summer" (remember the enchanting white dress, the armful of flowers)—makes almost as romantic an appearance in private life at the beginning of summer in this froth of white mousseline, long-sleeved, hemmed with rickrack, and massed with gay field-flowers. It's a Jay-Thorpe original





## I WEIGH TOO MUCH

DEAR VOGUE: My years are not my trouble—it is my weight! Any woman of fifty or even sixty can wear practically the same model that a woman of thirty chooses, provided that she is still slender; but what I want is help for the fatter woman. Please don't point out some models posed on reed-like young ladies. I haven't enough imagination to visualize how I'm going to look in those size-fourteen numbers. I'm five-feet-six and weigh one hundred and sixty pounds. I'm the grandmother of a ten-year-old child, but, believe it or not, I still dance, swim, and play golf. I have a dress problem, and I don't have to solve it on nothing a year, but I'd be your more-than-grateful subscriber if you would take me seriously and come down to earth and show me clothes designed for my size.—Very sincerely yours, Margaret Bigger



DEAR MRS. BIGGER: Your plea couldn't be more justified, and there must be thousands of women who echo it fervently. Yes, we heartily agree—it's weight, not age, that's the stumbling-block. We know a family of grandmother (age 56), mother (age 36), and daughter (age 16) who all wear one another's clothes. Their figures are so slender, the years don't count. So here we've concentrated on the demon of avoirdupois. And we're lucky enough to have as a collaborator Miss Viola Roache, whose infectiously jovial acting as the cream-bun-loving girl-friend in "Call It a Day" was one of the delights of the play. Cream buns or no cream buns, Miss Roache has a great flair for clothes, and she was kind enough not only to pose for these photographs and sketches, but to help us select the models . . . models, by the way, that are to be found ready-made in the special women's departments of larger shops, and that were designed by people who take your problem very much to heart.

- See how attractive Miss Viola Roache is in this full-sleeved, printed suit. Straw hat. Bergdorf Goodman
- An illusion of height is given by the chiffon cape of the twin-print evening costume; Bergdorf Goodman
- Right: for active sports, Miss Roache chooses a white linen dress, blue cardigan, toyo hat; Bonwit Teller



CECIL BEATON





- Miss Roache proves how slimming a sheer coat and printed dress are. Straw hat. Bergdorf Goodman
- Left: a white lace jacket over a black chiffon dinner-dress; Saks-Fifth Avenue, New York and Chicago
- Below: a dotted silk beach wrap and bathing-suit, long enough for any Larger Lady; Bonwit Teller

Now before we go into any details, Mrs. Bigger—a word to the wise: look at yourself squarely in the glass and face facts. You are not a sylph, and nothing will make you a sylph. But a little time and taste can make you an attractive woman. And the first step to this end is, quite obviously, expert corseting. Fight for an easy, comfortable, flexible fit—never let your pounds be compressed into an unyielding sort of plaster cast. Admit that fantasies of fashion and splurges at bargain racks are not for you. Better a few superbly cut, expensive clothes than dozens of indifferent ones. And do admit that a size too small is a size too small. However much it may console you mentally, it won't fool any one—tight-spanning disastrously makes you look larger. Ease, ease—harp on that when you're fitted. And insist on fulness that veils danger spots.

As for those danger spots—the bitter truth is that there are several: the bosom, the armholes, the diaphragm, the abdomen, the hips, the *derrière*. Fatal, fatal are bodices that stretch starkly across the bosom, and armholes that pull and strain. To alleviate broad expanses in the bosom locale, insist on soft drapery or fulness gently worked into the dress front. Deep V necks give an optical illusion of length, but not all high necks need be avoided. Round collars and choker effects are unkind, but softly tied neck-lines aren't. The folly of wide or contrasting belts is obvious. Safety lies in a narrow matching belt, and a waist at the normal line. (Continued on page 99)





Looking across the palm-sheltered swimming pool to the pavilion, where an open fireplace gives warmth to swimmers when needed. A double flight of stairs, right, leads to the patio. White jasmin blooms against the stair wall



SAMUEL H. GOTTSCHO



Through great windows in the east and west walls of the loggia, you see brilliant green lawns sweeping towards the blue of sky and water. The glass panes lower into the basement, leaving the windows open





Broad expanses of lawn slope gently down to Lake Worth, on the western side of Mr. and Mrs. Blair's house; and up toward the ocean on the eastern side, where they meet a wall that completely conceals from view the ocean boulevard and its passing traffic

## MR. AND MRS. WOLCOTT BLAIR'S HOUSE AT PALM BEACH

High on a ridge between Lake Worth and the Atlantic Ocean—on probably the highest land in Palm Beach—Mr. and Mrs. Wolcott Blair have placed their distinguished house. Walls, roof, shutters, doors—everything on the exterior of the house (which was designed and built by Treanor and Fatio) is painted white. And this dazzling frostiness, coupled with the beautiful simplicity of the Adam design, is a refreshing departure from the frequently bizarre Spanish architecture so prevalent in Palm Beach. The interior decoration is by Ruby Ross Wood.

One of the most charming rooms is the loggia, which connects the two long wings of the house. Spacious and serene, its walls are faintly pinkish beige, its woodwork white, the Cuban marble floors faint grey. A pair of handsome pine Georgian cupboards are the only large masses of wood in the room, and their tawny pine colour is repeated in the four indirect lamps, designed as palm-trees, and in the long writing-table in the centre of the room. Honey coloured leather is the unusual accent to this cool scheme. Several chairs are covered with the leather, and the writing-table has a slip-cover of it, with a rather rococo valance bound with cream linen tape.

The old, grey-white Cuban marble used for the floor of the loggia is repeated in the entrance-hall and the dining-room. In the hall, there is a most interesting treatment: a twelve-inch bleached oak border surrounds the marble flooring. The long flight of stairs leading up from the entrance door has steps of the marble, bordered with two inches of oak. This combination of the (Continued on page 100)





Mrs. Blair's bedroom, in her Palm Beach house, is treated with strict simplicity. The walls are soft powder-pink, against which rough satin curtains in the same muted tone are hung. The bed is completely covered with natural coloured linen worked with fine corded embroidery



Large tubs of white lilies and gardenias flank each side of the long loggia and emphasize, with their shining green-and-whiteness, the coolness of the room. Even the floor echoes this note — for it is made of old grey-white Cuban marble, laid out in squares



The same cool serenity is maintained outdoors as well as within the house. Here, in the pavilion opening upon the swimming pool, natural coloured reed furniture is covered in plain beige fabrics, with occasional pieces done in a bright yellow water-proof material








The setting for a perfect party—Mrs. Frederick T. Frelinghuysen's brown and white dining-room with its twin tables of polished wood, mirrored bamboo screens, and unusual combination of pewter and silver





# PLAN FOR A PARTY

AS TOLD BY

KATHARINE FRELINGHUYSEN

GOOD parties excite us—even the reverberations of them. We feel for them the same reportorial admiration that we do for a triumphant dress or picture. We love to know who does them, how they are done, what makes the wheels go round. Because we had heard on all sides about the superb parties given by Mrs. Frederick T. Frelinghuysen, we determined to plumb the mysteries of her success. And Mrs. Frelinghuysen, like all creators, has pretty definite ideas as to what makes a good party.

To begin with, she says, if you want to give good parties, you must love giving them. It is one of the greatest fallacies to believe that a party "makes itself"; that it "either goes, or it doesn't." Behind every kind of success lies hard work and not only the recognition of details, but the willingness to carry them out.

Mrs. Frelinghuysen believes that her greatest asset in party giving is her cook. Both she and the cook give the party, and her entire household is made to feel that the success of the occasion lies in their hands. Then, there is the manner in which you select your guests. Don't cling to the same faces, who will inevitably contribute the same type of conversation. Shuffle in the spice of something new. Ask people who bring with them a quality of gaiety and the tang of a new personality. If you give a party for some one person, select from your list those whom you feel your guest of honour will most wish to see, and most keenly enjoy, irrespective of the fact that these people may have dined with you the week before. In planning the dinner, try, if possible, to recall any whim of any given guest. A list of the guests at every party, together with the menu and comments thereon, proves invaluable as a guide in repeating or *not* repeating certain dishes.

Every party menu should be planned in advance with one's cook, down to the littlest detail, then written out and hung in the kitchen. On the day of the party, a copy with all details of service is pinned in the pantry. When she is dressing for a party, Mrs. Frelinghuysen always calls down on the house phone to give last-minute directions and a reminder that the champagne be iced to exactly the right degree. She makes a

definite point of a last-minute glance at her table, something no good hostess will ever neglect, if she really has her party at heart. Before every party, a footman goes through the house with one of those perfume burners that waft fragrance through the air, and this helps to add to the feeling that the whole house is "*en fête*." All the business of inviting and responding for parties has become so complicated that Mrs. Frelinghuysen has evolved the simplified form that you see above. This is easy to fill in, and all that is necessary is for the butler to telephone an acceptance or a regret.

Cocktails and canapés can start any party off very right or very wrong, so have a care in the choice and calibre. There should always be a choice of two cocktails, such as Martinis and Old-Fashioneds, with sherry at hand. And if you remember some guest's special cocktail idiosyncrasy, you will be blessed eternally. One hot hors-d'œuvre should always be planned, and it should be *really hot*, passed in a silver hot-water dish and continually renewed. Better to keep guests waiting a little if necessary for fresh canapés from the kitchen than offer those unimaginative bits of paste-on-toast, those dreary, forlorn affairs over which the late-comer must pretend interest. Also, in the drinking category, be sure that the butler is instructed to offer a whisky-and-soda to any guest who may refuse champagne, because, now and then, people hesitate to ask for it, and, too, there is nothing more pleasant than the feeling of individual consideration.

The menu itself should always have an air of excitement—a little frivolity must creep in, either in the food or in the way the food is served. When you lunch or dine at the Frelinghuysen house, you may encounter brown satin tablecloths, with all-white china and one camellia floating somewhere on a china leaf. The twin tables, which can be set separately or treated as one, are of beautifully (Continued on page 95)





FOUR ANTIDOTES FOR CITY HEAT—ALL OF DARK COTTON OR LINEN



# VOGUE'S FINDS OF THE FORTNIGHT

We've kept our ear to the ground these last weeks. From the vast army of women who stay on the active front all summer—at their desks, seeing the world, shopping the town—we've heard the plea for cool, dark clothes that launder as easily as a handkerchief; that will be the summer equivalents of spring tailleurs. Here are our answers—four noteworthy Finds that fill the bill to the letter. All are cool, dark, and washable. And because we believe that every one wants more changes of costume in summer than at any other season, we've picked Finds that are moderately priced, so that even a limited income can cope with the purchase of several.

Don't skimp on accessories for these dresses. Inexpensive clothes can look twice their cost by the addition of a good hat, a smart hand-bag, a well-designed piece of costume jewellery. Have lots of spotless gloves—tuck an extra pair in your bag. And for a special lift when it's hottest, wear a tight bunch of some fresh, spicy flower

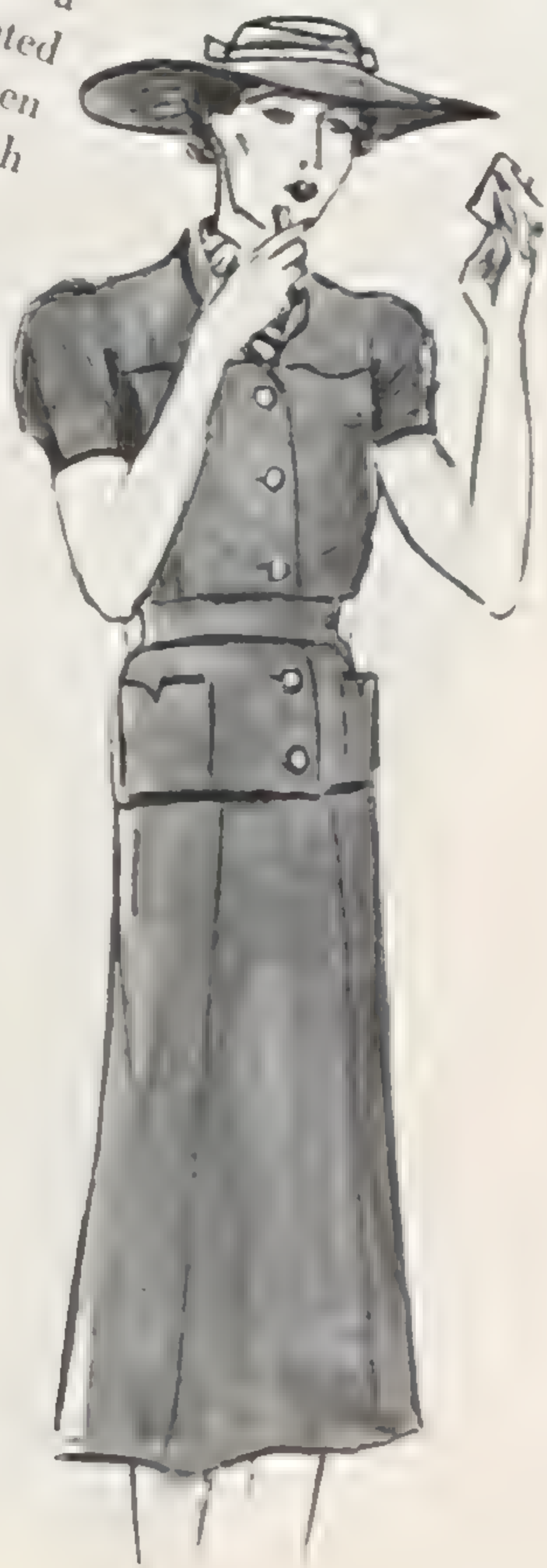
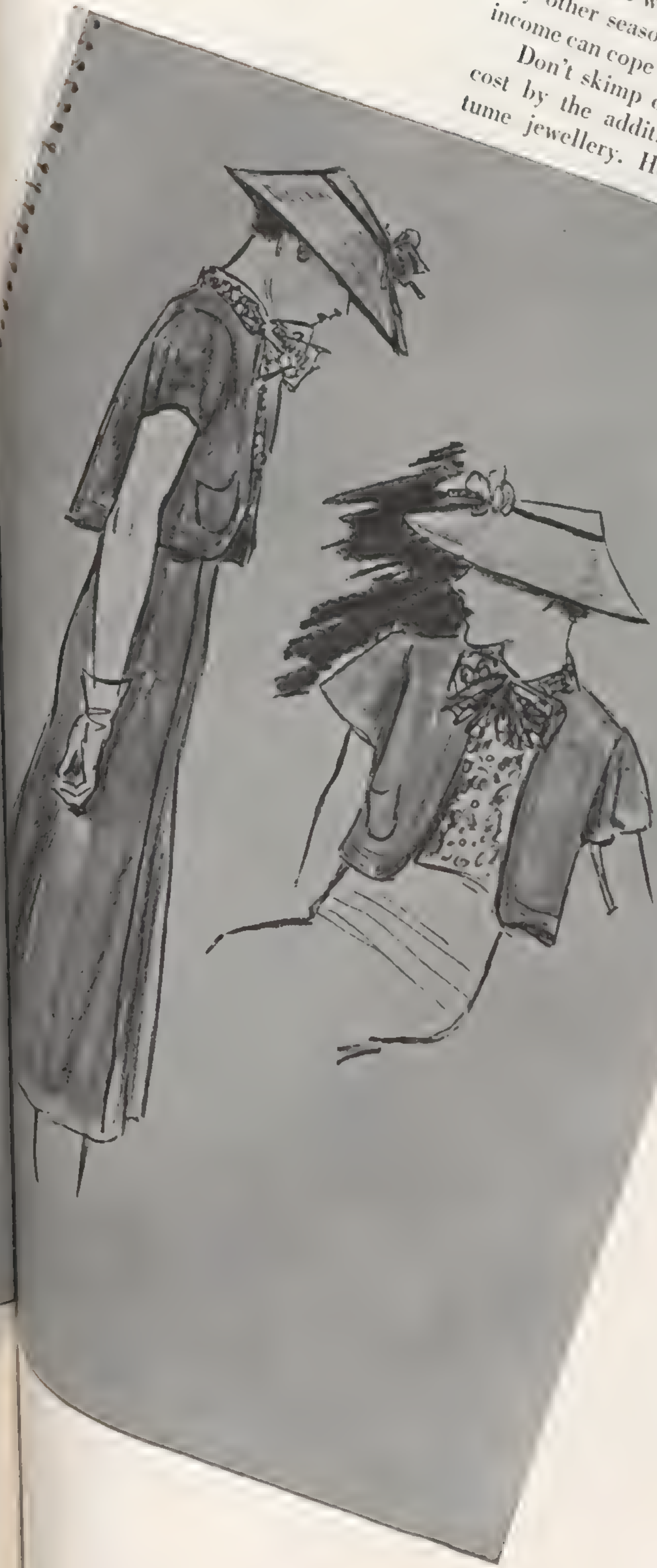
- First, opposite: You'll be wilt-proof in this dotted Swiss jacket-dress because the fabric is one of the coolest in existence; because the simple lines haven't a fussy trick about them to get rumpled; because the rickrack edging is neat and fresh to see; \$20. Worn with it, a shading cart-wheel of fine baku

- Second: Town-and-country shuttler: a tucked-bosom dress of two-toned printed Ameritex linen, with a plain dark linen jacket that whisks out in back; \$11. With this, a scoop-brimmed ballbuntl hat

- Left: Wear it to work; wear it for travelling—almost anywhere is the field for this bolero suit of Everfast linen. The blouse is of printed organdie; the silhouette young and spirited; \$20. Starched linen hat

- Right: Classic two-piece suit dress of dark Everfast linen, with a gored skirt and a striped cravat. Some days, pin on two or three wide-eyed daisies at the neck-line, in place of the scarf; \$17.

• COSTUMES AND HATS; STERN, NEW YORK.  
PAGE 98 LISTS THE SHOPS IN OTHER CITIES





## COMMUTERS' FARE

Ensemble No. S-3900—A short-sleeved bolero is a boon for town—and makes your waist look tiny. The one-piece dress has an inverted pleat in the skirt, for stepping on and off trains. Designed for sizes 12 to 20; 30 to 38

Frock No. 7414—Stream-lined, without a single fussy detail on it, this two-piece commuter's special has a straight, cool neck-line, well-cut, yoked shoulders, and a little peplum. Designed for sizes 12 to 20; 30 to 40

Ensemble No. S-3901—Light jacket, dark frock—a cool uniform for town. The jacket flares in back below a square yoke; the one-piece dress has a shirred blouse and four-gored skirt. Designed for sizes 14 to 20; 32 to 40



S-3900



7414



S-3901



## COUNTRY CROP

Frock No. 7415 — A two-piece dress that's grand for jamming around in the country. Ties, or loops and buttons, fasten the peplum-blouse; the skirt has four box pleats in front. Designed for sizes 12 to 20, 30 to 40.

Frock No. 7411 — You can play hard and fast in this one-piece dress, cut out for an active life. That upper blouse section looks like a bolero, too, when you make it contrast. Designed for sizes 14 to 20, 32 to 42.

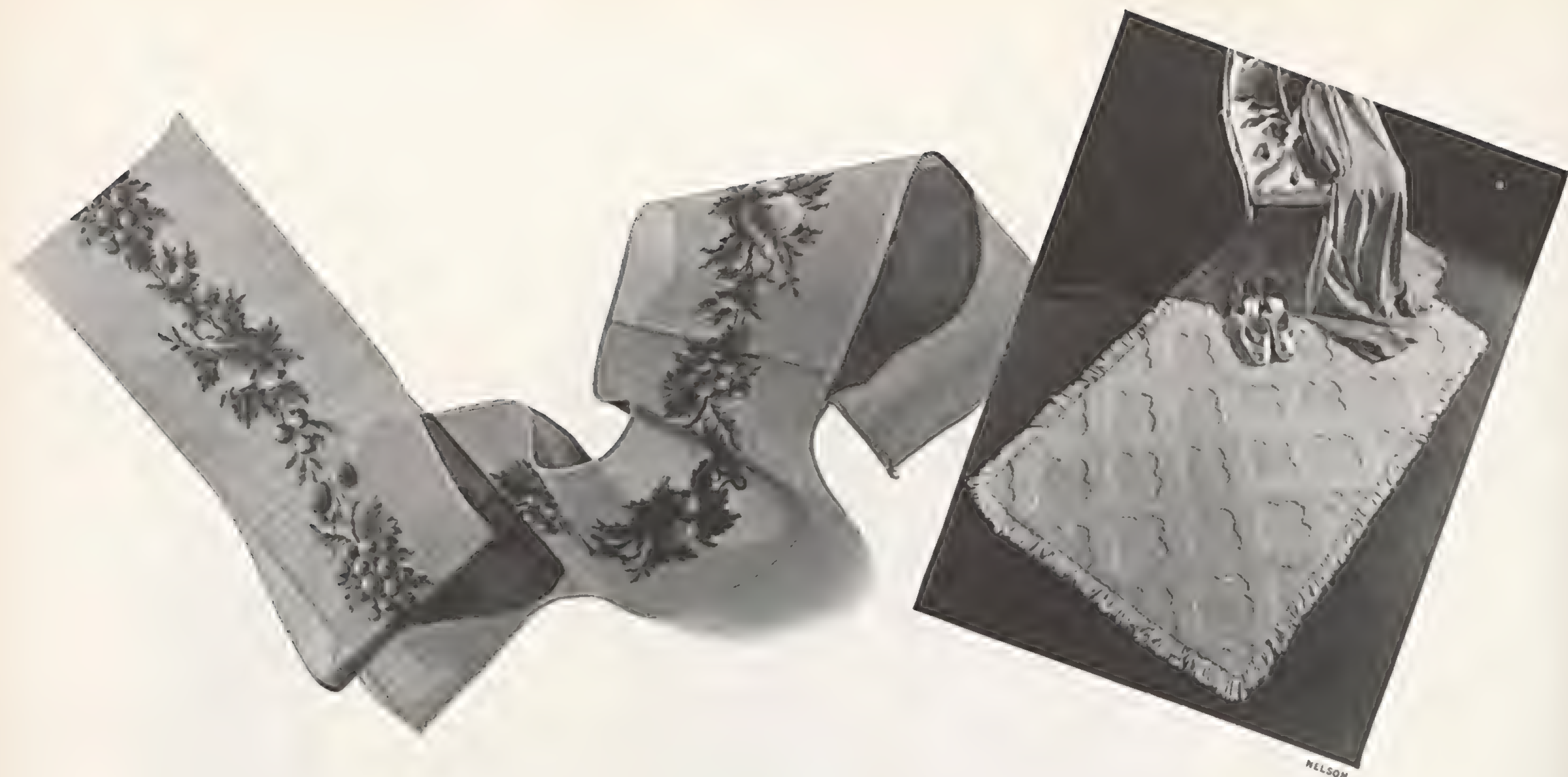
Frock No. 7406 — Design for loafing — this one-piece model is perfect for lunch, tea, cocktails, or just reading on the terrace. "Easy-to-Make," and also smart in a striped fabric. Designed for sizes 12 to 20, 30 to 38.

ALL BACK VIEWS ARE SHOWN ON PAGE 88



DESIGNS FOR DRESSMAKING





## AMATEUR HOUR

Fundamentally poor designs in knitting and weaving and embroidery have stifled the creative urge in lots of us. Too often have our valiant efforts at the needles or loom resulted in little atrocities that even the laundress couldn't be bribed to take home. Or we've become so hopelessly involved in difficult stitches that we, like Penelope, have unravelled as much as we've accomplished. Because Vogue believes that it is just as easy to make an article of charm and distinction as one that screams with bad taste, we've searched the market for pieces in designs and colours that are distinguished and chic. Three of these are shown on this page, and all are simple enough for the average amateur.

There is, for one, the bell-cord at the upper left—an authentic copy of an old English one. When you buy it, you'll find the fruit design already embroidered in petit-point in soft shades that melt into one another. The background is your field of activity. You fill it in with Hiawatha yarn, which, together with the bell-cord and directions, is to be had from John Wanamaker, New York, Philadelphia; Marshall Field; and J. W. Robinson.

The white hooked rug above is modern in feeling and design, and enormously smart. By your bed, or in your newly decorated bathroom, it will be an effective testimonial to your skill. It all starts on a frame, over which canvas stamped with the design is stretched tight as a drum. Then, with a hook-needle and Fleisher yarn, you proceed rapidly on your way. There is nothing complicated about the stitch. You'll probably have to put a "Hands Off" sign on the loom to keep others from being intrigued into trying their hand. You'll find the frame, canvas, and yarns, as well as the directions for making the rug, at Bloomingdale.

Anny Blatt—long famous for her outstanding knitted designs—is responsible for the two-piece dress at the left. The blouse is made like a jacket, buttoned down the front, and worked in a new bumpy stitch. The skirt is in a smoother stitch. Bernat's Mousseux yarn is used for both pieces. You can get the yarn and directions at Macy's, or send a stamped envelope to Vogue for directions alone.







CASCADE OF AMBER CONSOMMÉ, GUSTENING, GLOWING, COOL

it jells in the can  
in your refrigerator

Four short hours of cool confinement—morning to lunchtime or noon to dinner—and you have jellied consommé. *What* jellied consommé you have! Deep, clear amber it is; and as you spoon it forth and heap it in each cup it gleams, and shimmers coaxingly. Your eye says, "It's going to taste sublime!"—and it does. It tastes of the slow-simmered essence of rich, prime beef. It charms you with the flavors of carrots and celery and parsley and onion, and delicate seasonings. Slipping off your spoon and melting on your tongue, it is really rather grand . . . Take unto your pantry this Campbell's Consommé and it can serve you well and often, all summer through. Your grocer has it, and your refrigerator has it ready in four hours. But even if it were hard to get and hard to prepare you'd serve it. For dine where you will, you'll seldom enjoy a jellied consommé as fine.



LOOK FOR THE RED-AND-WHITE LABEL

Campbell's  
consommé





"THE CROWN TAG ON EVERY DRESS MEANS LABORATORY TESTED FABRIC CONSTRUCTION, COLOR FASTNESS AND DRY CLEANABILITY."

*RAFFIAKNIT . . . that clever new fabric by Marinette on which you can stake your chic for an ineffably cool and witless summer. This one, you'll adore—not only for its fresh loveliness, but because it makes you look your very best. "A Fabric Created of Crown Rayon—It's Tested."*

**Marinette**

THE ARISTOCRAT OF KNITTED WEAR

MARINETTE • WISCONSIN

FURNISHED TO CANADA BY THE KNIT-TO-FIT MANUFACTURING COMPANY • MONTREAL

## DISCOVERIES IN BEAUTY



ANDERSEN

"Le Miracle," Lenthéric's classic favourite, now appears in this beautiful sculptural bottle, adornment for any dressing-table

WITH the real advent of summer, our discoveries in beauty automatically take on a hot-weather guise—things to make summer bathing cooler and pleasanter, summer faces fresher, summer hair smarter.

A prize find in this category is Admiracion's Pine-and-Olive Bath Oil. You think of a bath oil as something to scent and soften your bath water, and the Admiracion stuff will do that admirably, if you want to use it that way. Primarily, however, it is meant to put on *you*, before you get into your tub. It is a cleanser for your body, just as a liquefying cleansing cream is for your face. And don't worry about oil and water not mixing once you are in tub or shower, for there is a water-soluble ingredient in the preparation that makes the oil roll off your skin, leaving it feeling cool, clean, and fresh. This answers once and for all the wail of the confirmed shower addicts—that no one ever made a bath scent they could use. You can buy the Admiracion Pine-and-Olive Bath Oil at the better drug and department stores.

• After summer baths, you want cool rub-downs with eau de Cologne, dustings of fine powder. There are Colognes and eau de Toilettes in every possible scent and size this year, and more people are buying them than ever before. And one of the summer's annual bathing-beauty events is Houbigant's presentation of a huge new box of dusting-powder at a price around one lone dollar. Hostesses have become accustomed to buying them by the dozen for summer houses, guest-rooms, *cabañas*, and such. This year, this dusting powder includes the new Houbigant "Gardenia" among its various fragrances. Available everywhere.

• This may be the moment when you are considering your summer permanent? Charles of the Ritz has just introduced a very special permanent, his own interpretation of the wireless variety. Not only is this a simple and comfortable process, but it produces a wave that, instead of either kinking or drooping when it gets wet, curls up as though it had been put in by

Nature rather than artifice. At this establishment, you will also have a fine job of reconditioning done, because these people are demons about getting your hair into a healthy state to meet the summer.

• One of the new kits for summer is Marie Earle's Charm Box, a fresh-looking green box that holds convenient sizes of the Marie Earle essential preparations—Essential Cream, Cucumber Emulsion, and Soothing Freshening Lotion—, together with a box of powder, for a surprisingly small price. Incidentally, this is the kind of thing that is as pleasant to give as it is to possess, because summer hostesses have such a steady drain on their supply of cosmetics. And when you are considering a facial treatment on a hot midsummer afternoon, never forget that idyllic moment in the Marie Earle procedure, when your face is masked with strips of cotton and chilled tonic is rained down over it. It enlivens your very being, as well as your face.

• Under the sun, every little hair on your face that annoys you becomes increasingly visible. Zip has achieved a simple remedy for this situation in their newest preparation, Facial Hair Remover. This has the consistency of a mover. This has the consistency of a very soft cream and is spread with a spatula across the lip or chin or wherever there is hair you don't want. A strip of fabric is then applied over the cream, and, quicker than you can say Zip, you whisk it off, bringing the hairs with it. It isn't difficult if you follow the directions, and it is expedient and satisfactory. Incidentally, this firm is now introducing a new and effective Instant Deodorant, a clear liquid in a good-sized bottle, with one of the convenient sponge applicators. All the Zip products are available at cosmetic counters throughout the country.

• Perhaps everything about your wedding is settled except the problem of what to give your bridesmaids? Henri Bendel has an idea about this that requires no time or energy on your part, but will bring you much réclame. A (Continued on page 80)





# Bandana

IS SPELLBINDING



*Primrose House*  
presents this smart new make-up  
for Summer Skins

Ride a bike, play tennis, swim, toast your complexion, sun your hair. Then let BANDANA stand out against the smooth, disdainful gold of your skin in all its provocative brightness. Whether you're just relaxing in the sun or attending the most formal affair, you will find that BANDANA adds a spellbinding touch to your appearance.

**BANDANA LIPSTICK** by Primrose House captures a novel, elusive shade of clear, deep red. It is moist and non-drying, to withstand the sun's parching heat. \$1.00

**BANDANA ROUGE** by Primrose House. A stunning new shade that gives, for the first time, a soft, natural glow to sun-tanned skins . . . . . \$1.00





See  
**YOUR TRUE FORM AT LAST**  
*In a Nu Bone Foundation*

**M**ILLIONS of women look older than they should and suffer needless discomfort in a futile attempt to correct figure faults with haphazardly selected foundations . . . The NuBone Corsetiere brings you an individual figure analysis, right in your own home. She is a style specialist, trained to discover, emphasize and preserve the natural charm of your true form at its best. She has worked miracles

for countless women. When she calls, spend a few minutes to learn of the NuBone personalized service that actually saves you money . . . Once you regain the self assurance that comes with a perfect, graceful carriage and enjoy the comfortable support of the NuBone Woven Wire Stay, you will never again sacrifice the style, the charm and the freedom of movement for which NuBone Foundations are famous.

*An excellent opportunity is offered capable and ambitious women. Write us for details.*

**The NuBONE COMPANIES**  
 The NuBone Company, Inc. • Eric, Pa.  
 The NuBone Corset Company of Canada,  
 Limited, St. Catharines, Ontario, Canada

Guaranteed by  
 Good Housekeeping as  
 advertised therein



## DISCOVERIES IN BEAUTY

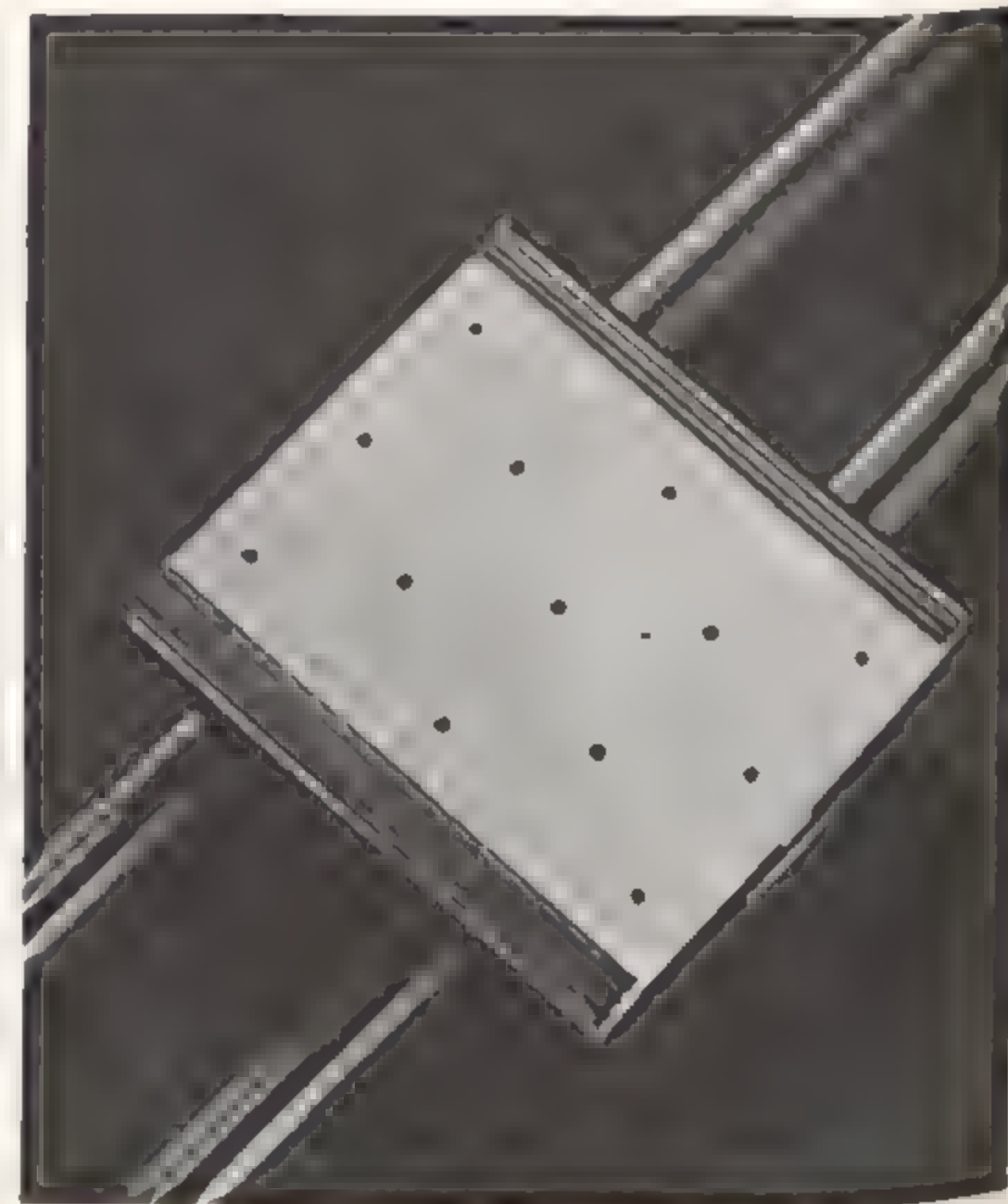
(Continued from page 78) group of baskets and boxes, tied up with bows or blossoms, contains different groups of the shop's smartest beauty adjuncts. These might include the triumphant compact with lipstick to match, adorned with carved roses with little brilliants in the centre, accessories that are emerging from some of the smartest hand-bags in town. There might be an atomizer, with Bendel's own scent, or a sachet. They are full of ideas—all of them pleasant. Other outstanding contributions from the Bendel cosmetic counter are a new flat powder-box, convenient for travelling; a cylindrical box of dusting powder with a sifter top; and a perfume stick, which is perfume in solidified form done up like a lipstick, providing quite the most convenient form of carrying perfume about with you. And always there is Bendel's beautiful soap, those great spheres that smell so elegantly and practically perfume your tub.

• Some of the most summery vanities we have yet seen are the new Harriet Hubbard Ayer "Pin Dot" numbers, one of which you see in the photograph above. The photograph can't give you any idea of their flower colours, however, which are charming and are especially designed to accompany light frocks—hydrangea-blue, acacia-yellow, nasturtium, gardenia-white, and black-tulip (the last must have required a little thinking!). The cases are thin as a watch and will slip into any size bag, but they contain a good supply of loose powder, and rouge, too, if you want it. You can find these new vanities wherever Harriet Hubbard Ayer things are sold—and that is almost everywhere.

• Now that the Texas Centennial has made us all Blue-Bonnet conscious, it is pleasant to know that Lucretia Allen has added a "Blue-Bonnet" perfume to her lovely flower fragrances. As a matter of fact, Miss Allen created "Blue-Bonnet" some time ago when she saw the lovely blue flower in Texas for the first time, but hadn't thought of introducing it until the current interest in it arose. The scent is fresh and lilting, nice for summer, with a dash for those who like their flower perfumes spirited. The bottle is effective, with a label in the Blue-Bonnet shade, and, while the perfume made its debut in Texas, at the Centennial celebration, it is now at most of the smart perfume counters throughout the country.

• Recently we saw at Saks-Fifth Avenue a buffer that costs two hundred and fifty dollars. It was a little number of solid gold and ivory, produced by Barbara Bates, and, at that price, it is probably still there for you to see. Perhaps not, however, because buffers have come back into our beauty lives in no uncertain fashion. Smart women are buffing their nails because they find it is good for them, because they want more shine.

The father of Barbara Bates made what is known to be the first mani-



Harriet Hubbard Ayer's new Pin Dot Vanity-Case comes in lovely summer flower shades

cure buffer in this country, and the company has been making them ever since as a part of their manicure treatment line. The significant part of this series is that everything in it is designed for the health of the nails, and there has been much hue and cry about that matter recently. One of the newest Barbara Bates ideas is a polish that comes in lipstick form and couldn't be more convenient or more successful in giving lustre, whether you depend on it for your shine, when you are "resting" your nails, or put liquid polish over it. Another innovation is a set with six of the Barbara Bates manicure aids that contribute to the beauty of your nails. This includes a pot of nail-polish cream, another of cuticle beauty cream, a bottle of hand lotion, a crystalline manicure stick, a "smoothie," which is a glorified version of an emery, and some manicure beauty bath tablets. You will find these sets in leading department stores, and they will do a lot towards making you pleased with the appearance of your nails.

• One of the most felicitous occurrences in our life was the arrival of a handsome jar of Jalma when we were knee-deep in the Adirondack woods, enjoying life at a health camp. Jalma proved to be a perfumed washing-powder de luxe, and nothing gave us more pleasure than swishing our Angora socks about in scented water instead of entrusting them to the local laundry ladies. The fact that the dirt came out like magic also proved pleasant, and a tribute to Jalma, and since then we have discovered many other virtues in this product. It deals tenderly with fragile fabrics and will take out various kinds of stains—even cod-liver oil, a feat of which the makers seem especially proud. Your maid will welcome it because, while it removes lipstick marks, it isn't hard on her hands. The regulation Jalma jar is a large handsome flask with a black screw top that serves as a measuring cup, but there has been a recent addition in the form of a Travel Package, which couldn't be more convenient because it is precisely the sort of thing you need en route. Also there is a large and economical laundry-size cylinder. All these versions are available at McCutcheon's in New York and in many of the leading department stores.



# A DISCOVERY THAT ENDS SHARP "RAZOR STUBBLE"

*After Removing Arm and Leg Hair*



## A Way That Solves the Hair Problem As Women Have Always Hoped It Would Be Solved

Now one can actually remove arm and leg hair. Banish once and for all the problem of sharp, bristly stubble that follows the razor.

This is due to a scientific discovery by one of the leading cosmetic laboratories of the world. A way that solves the arm and leg hair problem as women have always hoped it would be solved.

### *What It Is*

It is an exquisite toilet accessory, resembling a superior beauty cream in texture. You simply spread it on where hair is to be removed. Then rinse off with water.

That is all. Every vestige of hair is gone—gone so completely that, even by run-

ning your hand across the skin, you cannot feel the slightest trace of stubble. For this amazing creation *definitely ends sharp-edged after-razor "stubble"* . . . When re-growth finally does come, it is utterly unlike the re-growth following the razor and old ways. You can feel the difference. No sharp stubble. No skin roughness.

The skin is left soft as a child's. You feel freer than probably ever before in your life of annoying hair growth.

### *Where to Obtain*

It is called NEET—and is on sale at all drug and department stores and beauty parlors. Costs only a few cents.

# Neet

CREAM HAIR REMOVER



JOYCE WETHERED'S

*Feminine Fashioned*

GOLF CLUBS

REBUKE THE MANNISH MODE



Experts agree that no golfer in the world, male or female, has ever equaled Joyce Wethered's perfection of style.

Now MacGregor is proud to build to Miss Wethered's own exacting design and specifications, the first truly feminine-fashioned golf clubs.

So no longer need Milady struggle with clubs that are an anemic, undersized and unsatisfactory edition of masculine models. Joyce Wethered Woods and Irons embody the proved ideas of the greatest feminine golfer of all time.

Miss Wethered's "My Own" and "First Lady" Woods and Irons are delicately balanced to fit feminine figures and contours...subtly poised to fit feminine wrists and hands...luxuriously finished to fit feminine standards of style and beauty. The Crawford, McGregor and Canby Co., Dayton, Ohio.



THE JOYCE WETHERED WOODS AND IRONS BY MACGREGOR

"My Own Model" Woods	- - -	\$8.50
"My Own Model" Irons	- - -	\$7.50
"First Lady" Woods	- - -	\$7.50
"First Lady" Irons	- - -	\$6.00

*Macgregor*

THE GREATEST NAME IN GOLF  
WOODS • IRONS • BALLS • BAGS

## URNS WITH A GOURMET

RECENTLY, we went home from a wedding carrying what we considered one of the prettiest wedding-cake boxes we had ever seen, and wondering where it came from. It looks like silver, tied with an especially debonair bow, and full of a superior variety of fruit-cake. The next day, we wandered into Schrafft's for lunch, and there were our boxes, piled high in a silver heap. They are among Schrafft's prize possessions, and we think brides will love them. Schrafft's feel very tenderly about their wedding-cakes, in general, compounding them with love and care, as well as fine ingredients, and they have a new inspiration of doing their wedding-cakes up in the palest pastels—dawn-pink or ice-blue, suggested by the tones that bridal satin adopts when it varies from the classic white. We also saw in Schrafft's some of the most handsome mirrored make-up boxes that have ever crossed our vision. They are intended to be filled with nuts and such, but we could see them tied up with flowers, making the perfect bridesmaids' gifts.

• The charms of turtle soup have been sung long and rapturously by gourmets galore, and it has occupied a rather snooty position in our minds and menus. It is still soup de luxe in taste, but it need no longer be de luxe in price, for Heinz has succeeded in bringing out a turtle soup that can be bought for about fifteen cents a can. The turtle meat isn't green, but it is good, and it makes a perfect summer soup, hot or cold. If you serve it cold, don't break our hearts by adding gelatin to it. Let it come to the semiliquid consistency that it achieves by itself if it is left next to the ice compartment. Although there is already some good sherry in the soup, together with pieces of turtle and hard-boiled eggs, a little additional sherry is never amiss, in it, as well as with it. Another Heinz innovation is a corn chowder that makes a perfect dish for summer luncheon. Add some tomatoes to it and some cubes of fried salt pork or bits of frizzled ham, ladle it out of a tureen into pottery bowls, accompany it with a garden salad and gluten toast—and chalk up another success.

• Unless they have been brought up in wine-drinking families, young things embarking on housekeeping careers still find themselves in some state of bedazzlement when faced with the wine problem. We, ourselves, rather advocate the trial-and-error method when it comes to deciding personal preferences, but, if you don't know what wine complements certain foods most perfectly or what glasses are traditional, it is better to start at the beginning and learn. Schenley, the importing company, will be glad to send you their new book, entitled *Wines—How, When, and What to Serve*. This is a sensible, well-put-together book, with dependable charts for the foods that different wines best complement, clear illustrations of classic glasses, and simple directions for service. There are also more elaborate directions for "laying down" your wine-cellar, together with some good recipes that demand wine as an ingredient and a convenient glossary of wine terms. All you have to do to get this book is write

to the Schenley Import Corporation at 20 West Fortieth Street and ask for it.

• June Platt's *Party Cook Book* was an inevitable book. You can't give some of the nicest parties in New York and be known equally as a gourmet and a *cordon bleu* cook, without having your friends eventually prevail upon you to write a book. And it is such a festive book that it merits its debonair title. Besides, it is really party food that Mrs. Platt writes about. We wouldn't delude you with the idea that this book is the kind you can turn over to your inexperienced kitchen treasure and consider your culinary problems solved. But we would guarantee that, given time, patience, and a certain culinary talent, these recipes will lead you or your cook infallibly to success in dishes you might not otherwise have undertaken. For Mrs. Platt's directions are meticulously given and simply worded, whether they are for hard-boiling an egg or for the three pages required to describe the preparation of a pigeon pie.

The most exciting recipes are those that have been come upon in out-of-the-way places, that bring new savour and flavour to our menus. The *Potage de Curé*, the soup which delighted the heart and palate of a Brittany curate, must be the original of beautiful soup. The *Poulet à la Crème* of the amiable chef in Chablis is an epicurean dream. The potatoes *Panier*, from the little bar in Chantilly, give the secret of those glorified potato pancakes that you encounter in various guises in your favourite French restaurant and have never been able to duplicate. Fruit is one of Mrs. Platt's passions, and she deals with its preparation with tendresse and inspiration. Fired by her enthusiasm, you could treat almost any fresh fruit that happens to be available at the moment in an epicurean manner—pears in Cointreau, sliced peaches in plum-juice, cherries in red wine, all delicious and decorative.

Part of the charm of the *Party Cook Book* lies in the bits of personal anecdote and philosophy that are sprinkled through it. The experience of the young Platts at the inn near Sèvres, where, of necessity, they calculated their expenses to a centime, only to have the taxi driver upset their figures by charging them for a lavish repast of his own, lends vastly to the delights of the recipe for *Poulet Patron*. The gay little sketches that precede each chapter are the work of the author and have an ingratiating humour that starts each division out gaily.

*Party Cook Book* is published by Houghton, Mifflin, and can be purchased in your nearest book-shop.

• As a rule, we refuse everything but plain bread and butter with our tea, but recently, atop the British Building, we were given a sweet biscuit at tea-time that was one of the most delicious things we have ever encountered. It was a British biscuit, to be sure, one of Peek Frean's Lemon Puffs, of two thin layers of flaky puff pastry, with a lemon cream filling. Peek Frean say it is not their newest biscuit, but it is new to us, and we pass it on as an important item for biscuit connoisseurs. You will find Lemon Puffs at Charles, Park and Tilford, et al.



# Lois Long

## THINKS YOU'LL BE "AT HOME" IN A BUICK



Phsfa

● I have never had any patience with people who are picayune. The kind who are forever talking about big deals that involve millions of dollars, the while they fretfully snap out electric lights to save seven cents a month. Give me the lavish open-handed type any time. Penny foolish and pound wise. Extravagant about the best cuts of beef and new victrola records and fresh flowers all over the house; sound to the point of being canny about important expenditures like mink coats, trips to Europe, and motor cars.

People like Buick owners, if I may make myself clear to those unimaginative folks who haven't already peeked to see what this advertisement is all about.

Buick supplies the scenery for expansive gestures. There are deep, inviting seats where congenial souls can relax thoroughly without once slouching. All kinds of roomy compartments where you can tuck things. (Which means that you are forever finding treasures that you had almost forgotten, like that priceless letter from Uncle Joe and that piece of jewelry you meant to have repaired weeks ago.) Deep compartments for baggage, for every woman worthy of the name knows that the most trivial country week-end, which may involve anything from horseback rid-

ing to twenty rubbers of bridge, requires as much of a wardrobe as a six months' safari.

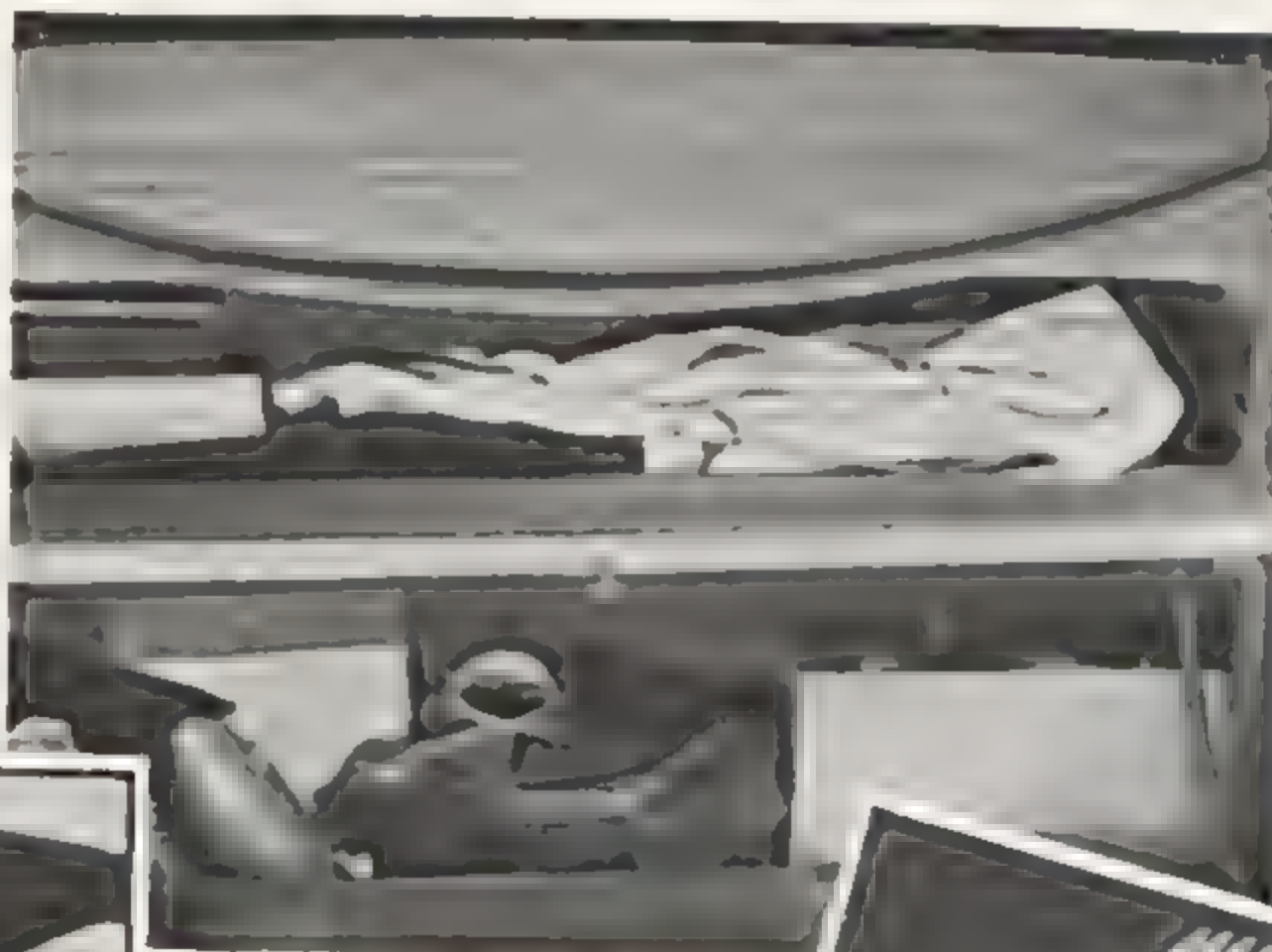
Space—for lavish women who whip into a ten-cent store for birthday candles and emerge triumphantly with a dozen bundles, because the glassware turned out to be especially attractive. Bundles to be tossed royally into the back seat and join the snarl of pet dogs, children, and other unpremeditated purchases.

Buicks dash up to

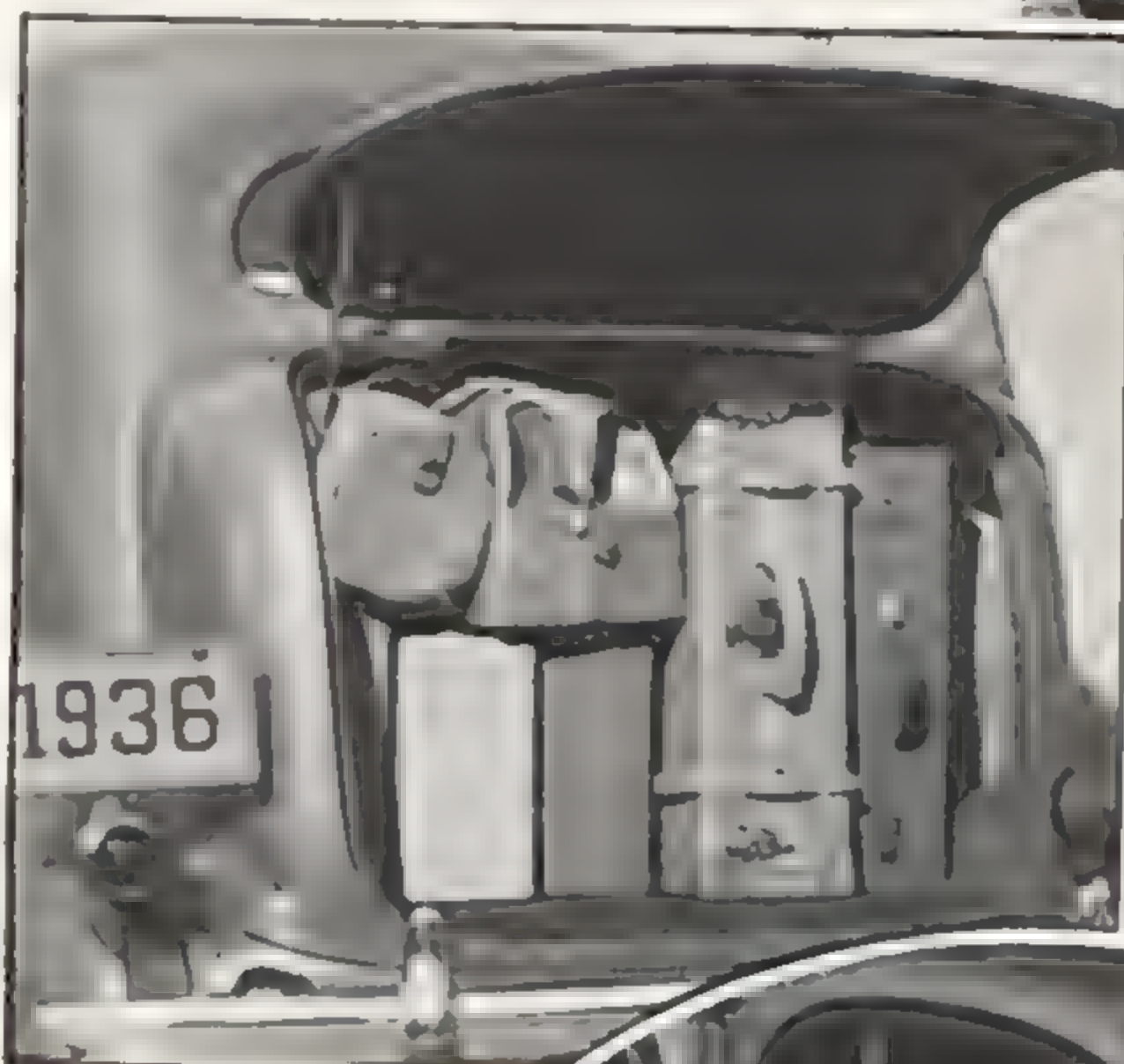
country clubs and disgorge almost as many laughing young people as the old Keystone taxis (which held forty—remember?). For even the extra seats, usually an emergency gesture only, can carry three people for miles in perfect comfort, and the front seats are so spacious that a pile of people does not interfere with the driver's work. The emergency brake is out of the way at his left hand, and the gearshift is given plenty of leeway, so that it is possible to go through the speeds without nudging knees all over the place.

Oh, it's a hospitable kind of automobile. Decorative without sacrifice to comfort (for instance, the rear floor hasn't got that awkward ridge to trip over—it's completely level). Smooth without being superficial. Practical without being dowdy. But the thing that most endears it to me is that everything connected with it beckons "Come on in."

● All kinds of roomy compartments where you can tuck things



● Deep compartments for baggage



● Ash tray in the center . . . where you can get at it



● Deep, inviting seats where congenial souls can relax



**\$765** to \$1945 are list prices of the new Buicks at Flint, Mich. Subject to change without notice. Standard and special accessories groups at extra cost.

ASK ABOUT THE GENERAL MOTORS INSTALLMENT PLAN

# Buick 8

A GENERAL MOTORS PRODUCT

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM





## COOL BEGINNINGS



## THE FORGOTTEN ANKLE



Rollins Knee Lengths for every spring and summer occasion.

"Something ought to be done about these runs that begin at the ankle!" Yes, and something has been done now—by Rollins. Past Master at the art of protection against garter runs, Rollins now has perfected a special way of easing the strain where the foot of the stocking joins the ankle. This new style 5100 is of genuine crepe twist, made "Inside Out"—sheer, clear and ringless—with a longer top to assure a better fit. The double run stop, double heel and inner toe together with this new ankle feature provide the utmost security against breaks and runs. Shown in sorrel, sunrust, rustic, thrush, dove and stag—priced only \$1.25. Other styles \$1.00 to \$1.75.

## Rollins Runstop Hosiery

NEW YORK • CHICAGO • DES MOINES • SAN FRANCISCO



- Why not pyjamas with short legs? Van Raalte makes them of petal-pink checked mesh (far left); Lord and Taylor has them
- Centre: "Trillium" gored petticoat of pink or white satin; from Best
- Above: Navy-blue handkerchief linen "Rhythm" slip; John Wanamaker, New York and Philadelphia



- Practically nothing is plenty under summer outfits. At the left are Vanity Fair's silk briefs and brassière; from McCreery
- The girl on her knees wears Kayser's peach coloured knitted linen panties and brassière. Kayser also makes the briefs, like those held up for inspection

- The toe gazer, at the right, wears a Yolande handkerchief linen slip, bound in red (it's also made in pink bound in navy-blue). Saks-Fifth Avenue, New York and Chicago has it, as well as the flaring panties to match. They will initial them handsomely for you, too, if you like the personal touch



- Right: For those who spend their days on the tennis-court or golf course, these Vanity Fair panties and brassière are treasures. The brassière is particularly well cut for sports wear. Both are of cool cotton mesh; porous, yet absorbent. In pink or white. Franklin Simon





# NEW WEDDING SILVER

BY *Gorham*



Eventide  
*in Sterling*

*Commended to Young Brides because it is*

Young modern that you are—your table silver should reflect the bright new grace that is yours! • Eventide is designed for you. • The hand of a Gorham craftsman modeled it in swift modern lines—then touched it with a rich floral motif. Smart for “little dinners”...formal for grand occasions! • Each knife, each fork, each silver spoon has that rare precision of weight and balance which sensitive finger tips identify with Gorham. • Start your Eventide set with a service for four or six persons ...It can be added to, even one hundred years from now. Get illustrated Price lists on Eventide or any Gorham pattern from your jeweler or the Gorham Company, Providence, Rhode Island...since 1831.

— UNFETTERED BY TRADITION  
— BRILLIANTLY CONCEIVED  
— THE PRODUCT OF THEIR OWN SPIRITED  
AND INFORMED TASTE IN LIVING







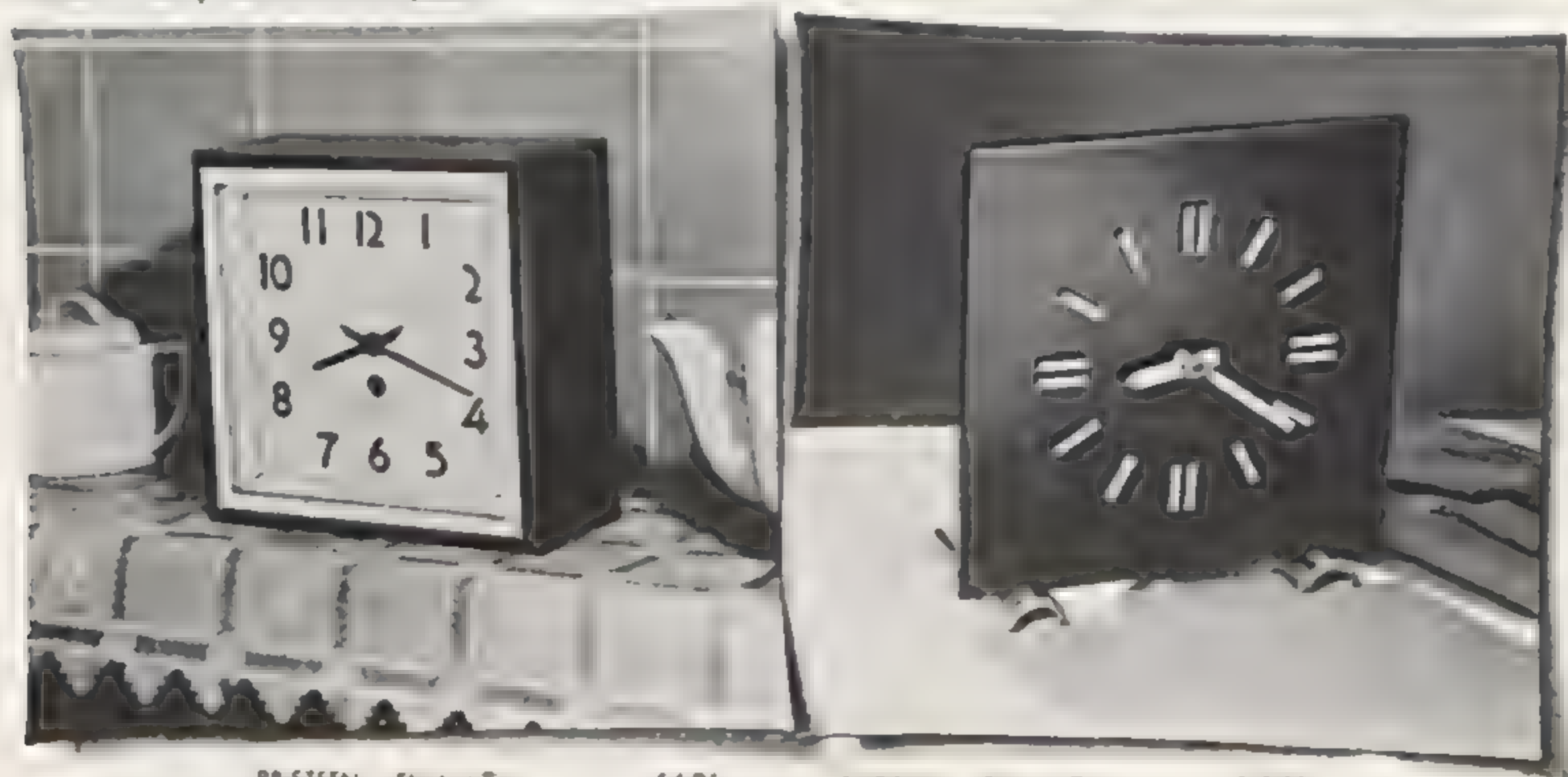
SO THEY'RE

# Getting Married

THE smart gift today is a clock by Seth Thomas. Key wound (8-day) or self-starting electric. Chime, strike, or time only. From \$4.95 to \$125 at all leading jewelry and department stores. Below are a few suggestions. Seth Thomas Clock Company, Thomaston, Conn.



DU BARRY... 8-Day Time... \$6.95

FALSBURY... Electric Chime... \$32.50  
CHIME 57... 8-Day Chime... \$30.00GIBSON... Electric Time... \$10.00  
DELRD... 8-Day Time... \$10.00MIDDLETON... Electric Strike... \$22.50  
SHARON... 8-Day Strike... \$20.00PRISTEN... Electric Time... \$6.95  
SAVANT... 8-Day Time... \$6.95PHOENIX... Electric Time... \$12.50  
BALIC... 8-Day Time... \$12.50

## SETH THOMAS

MAKERS OF FINE CLOCKS FOR MORE THAN A CENTURY

## MY GRANDMOTHER

(Continued from page 57) saving her up for Thomas Cook and Son.

The very first episode that occurred, however, set the tone for the rest of the trip. It was the first night out, and rather rough. Also the cabin was too small for four people, let alone eight steamer baskets, flowers, candies in glass jars, magazines, books, and luggage. That first night when Peggy and I came in, we found Grandmother sitting up in her berth like Bacchus in a velvet bed-jacket, surrounded by fifteen pounds of grapes. There were three different kinds, and Grandmother, her white hair standing out around her head, was eating them in turn while she read. Peggy and I undressed with some difficulty and climbed into our own berths, Peggy with all the pears, I with the peaches. Five minutes later, Aunt Kate tapped elegantly and came in. She stopped just inside the door, apparently stunned.

"If you could smell this room—" she said, "like an Italian fruit store!"

"Have an orange," said Grandmother, without looking up.

Aunt Kate got into her nightgown and an aggressively shapeless black dressing-gown. Then, to our surprise, she actually did have an orange.

An hour later, Aunt Kate had eaten four oranges, I had had six peaches, and Peggy had lost count of the pears. We each of us had a neat and revolting pile of fruit skins. Grandmother apparently took grape skins in her stride.

"What on earth shall we do?" Aunt Kate said, suddenly. "The stewardess is off duty—and these horrible fruit skins. I couldn't sleep a wink."

"Ring for the steward, Kate, and stop dithering," said Grandmother.

"The steward—with me like this?" bleated Aunt Kate.

"With you like that," said Grandmother, glancing at her, "you'd be safe with Casanova."

Aunt Kate tightened the lower part of her face, and, with the pure-eyed, selfless look of one who thinks only of others, she gathered up the little piles of skins. There was something so terribly selfless about her that Peggy and I let her do it.

"Now we can air the cabin out a bit," she said, and opened the port. With a great cleansing gesture, she flung out into the Atlantic the outer coverings of four oranges, six peaches, and no one will ever know how many pears—and with overwhelming completeness, every smallest fruit skin came roaring back in, borne in the teeth of a gale, and plastered themselves upon the person of Aunt Kate.

It took us several minutes to clean her off properly, with Grandmother saying, as she angrily searched Aunt Kate for orange peel, "On a properly run trip, there'd be somebody to look after fools like you, Kate."

At this moment, there was a brisk knock at the door.

"Bath steward!" announced a voice. Aunt Kate gave a squeak and was across the room in one maidenly leap, and in her berth before Grandmother could open the door. The bath steward stepped inside, said, "Ah, ladies," cordially, and stepped upon a hard green grape. The ship simultaneously

gave a gently leering sort of roll, and the bath steward shot directly and forcefully across the cabin, coming to rest upon Great-Aunt Kate.

There was a moment of pulsing silence. Then the bath steward with the savoir-faire of the true British public servant, untangled himself, and said graciously to Aunt Kate:

"And wot time, Meddam, shall I give you your bath?"

"Give me my bath!" croaked Aunt Kate, and a strange animal sound broke from her distorted lips.

Grandmother finally got her to sleep with three aspirins, and got into her own berth muttering with furious triumph, "Thomas Cook!"

In England, Aunt Kate got drunk. Grandmother was savagely angry at this because Aunt Kate had managed, on two glasses of very dim sherry, to make an entire Cook's party conspicuous in Waterloo Station.

In Paris, Grandmother refused to have anything to do with Mr. Bissell (the Thomas Cook minion) and his party. There was, she said, nothing to see in Paris but Chanel and the Folies-Bergère. Great-Aunt Kate, in arch supporters, went with the others to Versailles, and Grandmother took us to a marvellous little shop where she bought everything—including (on the sidewalk) a set of postcards, which she refused to let us see, but which she said Uncle Andrew would like to have.

### ROMAN INTERLUDE

The climax of our whole trip, however, occurred in Rome. Between London and Lucerne, Grandmother had fallen in love—with a perfectly strange Italian, a rising young politician named Mussolini. We heard about him wherever we went; and every time his name was mentioned, Grandmother's eyes would glitter adoringly.

When we arrived in Rome, Grandmother instantly looked up some dull and distant relatives, whom she loathed, and asked them countless questions about Mussolini. In the course of this call, she discovered from one of the dull (and by this time very distant) cousins, that a dinner was to be given the following night by a Señor Pontevicchi, at which Mussolini would speak. On our way home, Grandmother stopped at the very Roman hotel where the dinner was to be given and with a fine air of authority reserved four places for Señor Pontevicchi's dinner. The manager of the hotel waved his hands a little, but Grandmother fixed him with an eye, and he caved in.

Then Aunt Kate developed colic. It seemed that spaghetti gave her what she called, almost with affection, starch-indigestion.

"We'll take Mr. Bissell," said Grandmother grandly. "The chambermaid can take care of Kate."

So at seven o'clock the next evening, we set out—Grandmother, Peggy, Mr. Bissell, and I. Grandmother, who was going to meet her Dream Man, looked perfectly marvellous. Mr. Bissell looked perfectly uncertain. Peggy and I were a little bored (though not for long).

The dinner was given on a very large balcony; (Continued on page 88)



# When your picture moves— it lives

HAVEN'T you often wished you could photograph *life itself*? Not just the cruiser out there—but the living way she rides the waves, spray flying, prow lifting and dipping, wake boiling behind.

Real life is never still. Get movies of the shifting, changing scenes all around you—see your pictures wake up, become alive.

See your children laugh, play, roll, tumble, right there before you on your home screen. See faces light up with fun and laughter.

Make action pictures *with all the action left in*—you'll find it a fascinating hobby.

Eastman's finest home movie cameras—Magazine Ciné-Kodak and Ciné-Kodak "K"—make it simple and easy for anyone to take movies.

## FULL COLOR KODACHROME

These 16 mm. cameras give you either black-and-white or color movies. For full, vivid color—just load your camera with Kodachrome, Eastman's wonderful new color film. No fuss, no extra equipment, simple as black-and-white.

Drop in at your dealer's today—let him put these cameras through their paces for you. He has some great reels to show you . . . Eastman Kodak Co., Rochester, N.Y.



● CINÉ-KODAK "K" is the world's most widely used home movie camera—it's so simple, yet so fine. You get clear, brilliant movies at the touch of a button. Performs beautifully for the beginner, and as your skill increases, responds to every exacting demand. Loads with full 100 feet of 16 mm. film. With f.1.9 lens, \$112.50; including case, \$125.



● MAGAZINE CINÉ-KODAK loads in 3 seconds. You don't touch the film. It comes in a magazine. Just slip the magazine into place, close the camera cover and shoot. Effortless loading is only one of six new features in this remarkable pocket-size movie camera. With fast f.1.9 lens, \$125; including carrying case, \$137.50.



# New SHINOLA WHITE SHOE CLEANER



## GUARANTEED NOT TO RUB OFF



**N**EW smartness, new neatness for all wearers of white shoes! Sensational new kind of cleaner removes stains, whitens shoes instantly—and is guaranteed not to rub off. Ask for New Shinola White Shoe Cleaner and insist on getting it.

**READ DOUBLE-MONEY-BACK OFFER:** Apply New Shinola White Shoe Cleaner according to simple directions on the carton. Allow shoes to dry thoroughly . . . then finish with a clean, dry cloth, not a brush. If New Shinola rubs off, return the remainder of the bottle with your name and address to Shinola, 88 Lexington Avenue, New York City. We will send you double your money back.

Bottles and Tubes (TWO SIZES) **25¢ and 10¢**

## MY GRANDMOTHER

(Continued from page 86) and, as we sat down, we realized simultaneously and suddenly that the guests consisted of thirty or forty men—and no other women. Peg and I were seated, amid a startlingly warm welcome, at opposite sides of a table for eight or ten; and almost at once Peg (who had once been Queen of the Dartmouth Winter Carnival, and was supposed to Know Men) began to look decidedly uncomfortable. In a very few minutes, I sympathized with her. The man on my right was suggesting that we view the Coliseum by moonlight in precisely the tone that gentlemen are supposed to use when they invite you to look at their First Editions. Every one spoke English of a sort, but a good many remarks were made in Italian (Peg and I didn't speak it), which caused laughter that was definitely international. But most alarming of all, Grandmother, who was crowded in at a table next to the wall, was looking uneasy. Mr. Bissell, at another table, had his back to me. There was no Mussolini to be seen.

The dinner had come almost to an end, when I noticed Mr. Bissell's ears, which had turned crimson. Suddenly he pushed back his chair and came to our table. He tried to get to Grandmother's chair, but the tables were too crowded. Under cover of the noise, he leaned over to me.

"Listen," he murmured, "keep calm. I've just discovered what this is. It's a bachelor dinner for Pontevicchi. He's going to be married to-morrow."

"WHAT?" I said. Mr. Bissell wiped his face with his napkin.

"These men have a—er—very odd idea of your position—er—" he said.

I could imagine so. I tried to catch Grandmother's eye. No good. Peg had turned as crimson as Mr. Bissell's ears and was glaring at the man beside her. Just at this moment, there was a com-

motion in the hall, and every one at once stopped talking. In the doorway was framed a thick, square man with a powerful jaw. Every one stood up with a great scraping of chairs, and the air was black with arms, stretched in salute. There was a pause; then every one sat down.

At once, Mussolini, with a dignity that was very compelling, began to speak. He had said perhaps three sentences when Grandmother rose.

"Mr. Mussolini," she said in her clear voice. A silence like a crash fell on the room. Every head turned. Mussolini paused in mid-sentence. Grandmother's eyes were flashing.

"Mr. Mussolini, I have a very poor opinion of your constituents. I am a woman of some years and experience, and *never* in any country have I attended a political dinner where I had my knee squeezed!"

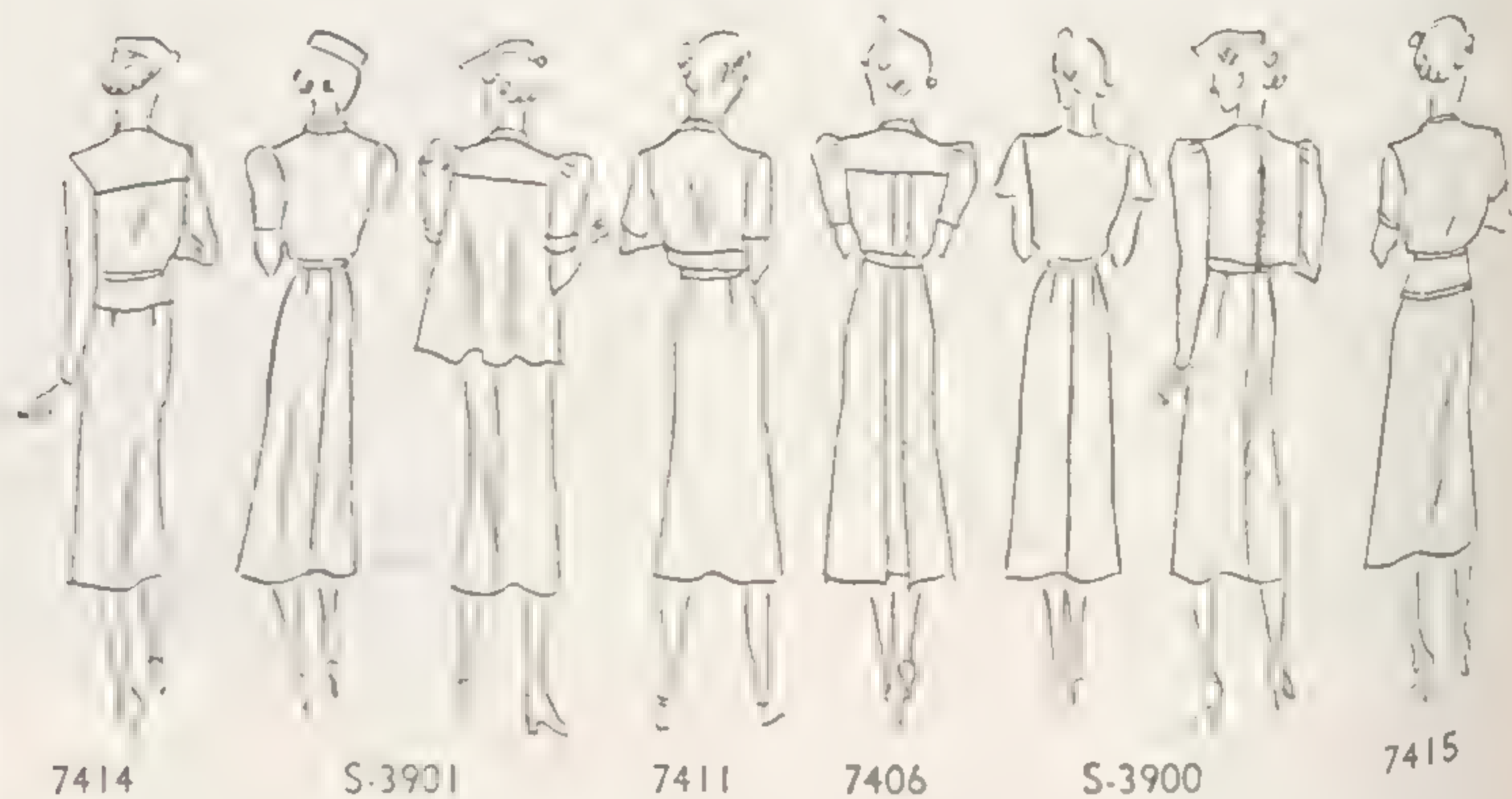
There was an absolutely breathless pause; then pandemonium. Men shouted at each other, at Grandmother, at Peg and me and Mr. Bissell. After a really frightful three minutes, we found ourselves—I don't know how Mr. Bissell did it—in the downstairs hall, while a porter ran for a cab.

A week later, we sailed for home. One day, a month or so after we got back, my father said to Grandmother:

"Well, Mother, you haven't said much about the way the trip was managed. Did they do things to suit you?"

"Frank," said my Grandmother solemnly, "this is strictly between you and me. I shouldn't have mentioned it if you hadn't brought it up. Thomas Cook has his faults. But one of Thomas Cook's representatives saved your daughter's honour and mine. I have done Thomas Cook a grave injustice. Now don't ask questions, and don't *argue*," said Grandmother. "Thomas Cook is a great man, and that's final."

## DESIGNS FOR DRESSMAKING



Full views of these appear on pages 74 and 75. Designed for sizes: 7414, 7415, 12 to 20, 30 to 40; S-3901, 14 to 20, 32 to 40; 7411, 14 to 20, 32 to 42; 7406, S-3900, 12 to 20, 30 to 38

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MORE FUN THAN THE PARTY ...  
THERE AND BACK IN AN *AIRFLOW*

There's a new zest . . . an amazing new experience . . . in going places in an Airflow Chrysler.

With all its delightful roominess, the Airflow Chrysler combines a marvelous lightness and smoothness in performance . . . a sensation of floating along in glorious freedom . . . as silent and effortless as sailing before the wind!

Part of the answer is Automatic Overdrive† . . . that marvelous but simple device which cuts its engine revolutions a third in country driving. It's a thrilling sensation . . . this floating along with a loafing engine. As you travel 100 miles . . . the engine has turned only the equivalent of 70 miles. You get up to 5 more miles to the gallon . . . and engine life is vastly prolonged.

Then there's the marvel of the Airflow Floating Ride. All jolts banished. No tiny rumbles and jars. Just a long, slow, even glide . . . the most restful you ever experienced.

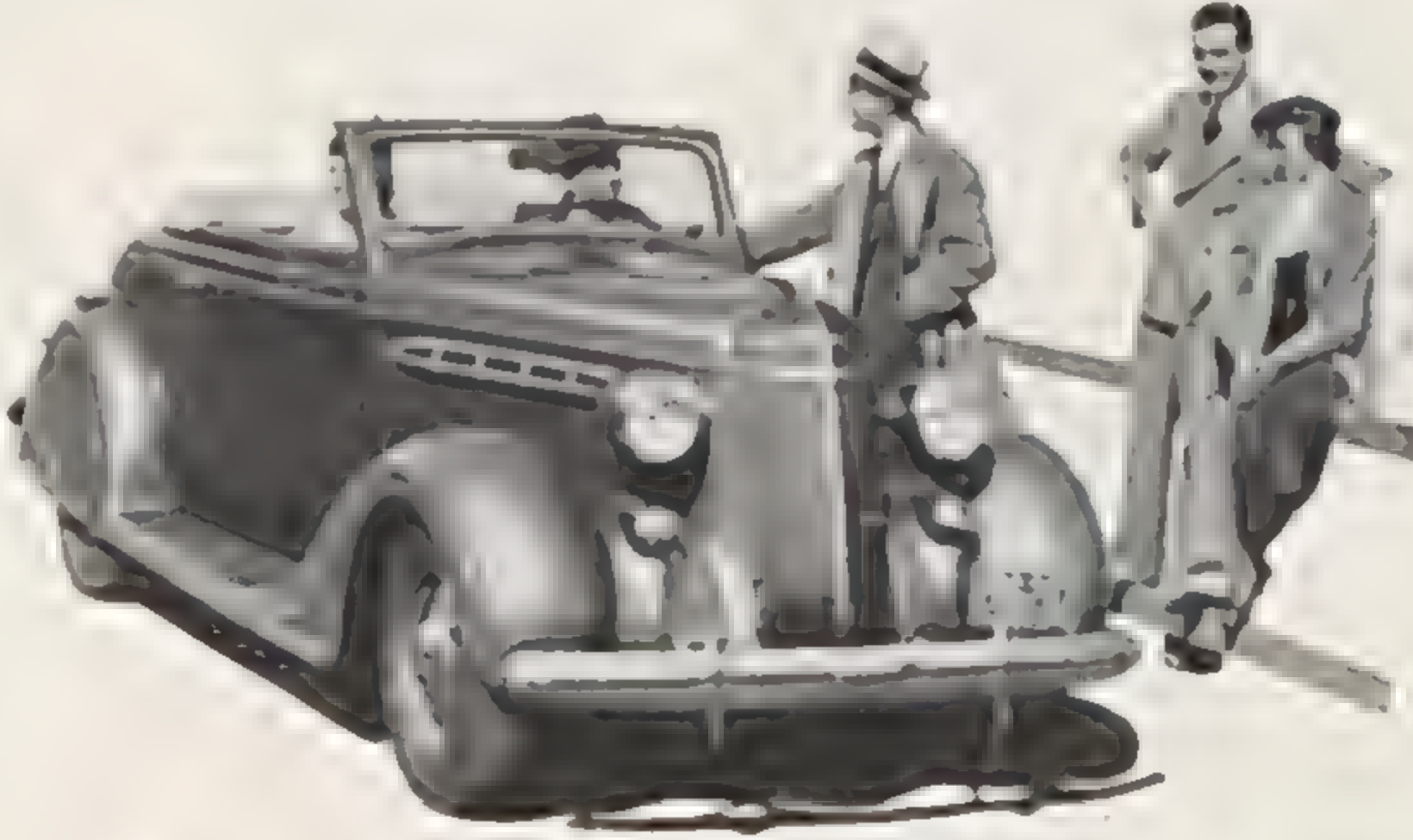


*Chrysler*

TOMORROW'S CAR TODAY

You'll never know just how much an Airflow Chrysler can mean to you until you get

into the car and ride. Your Chrysler dealer will gladly arrange a trip and show you all the things this amazing car will do.



★ Dashing New Chrysler Six Convertible Coupe ★

- ☆ CHRYSLER SIX . . . 93 horsepower, 118-inch wheelbase, \$760 and up.
- ☆ DE LUXE EIGHT . . . 105 and 110 horsepower, 121 and 133-inch wheelbase, \$925 and up.
- ☆ AIRFLOW EIGHT . . . 115 horsepower, 123-inch wheelbase. All models, \$1345.
- ☆ AIRFLOW IMPERIAL . . . 130 horsepower, 128-inch wheelbase. All models, \$1475.
- ☆ AIRFLOW CUSTOM IMPERIAL . . . 130 horsepower, 137-inch wheelbase, \$2475 and up.

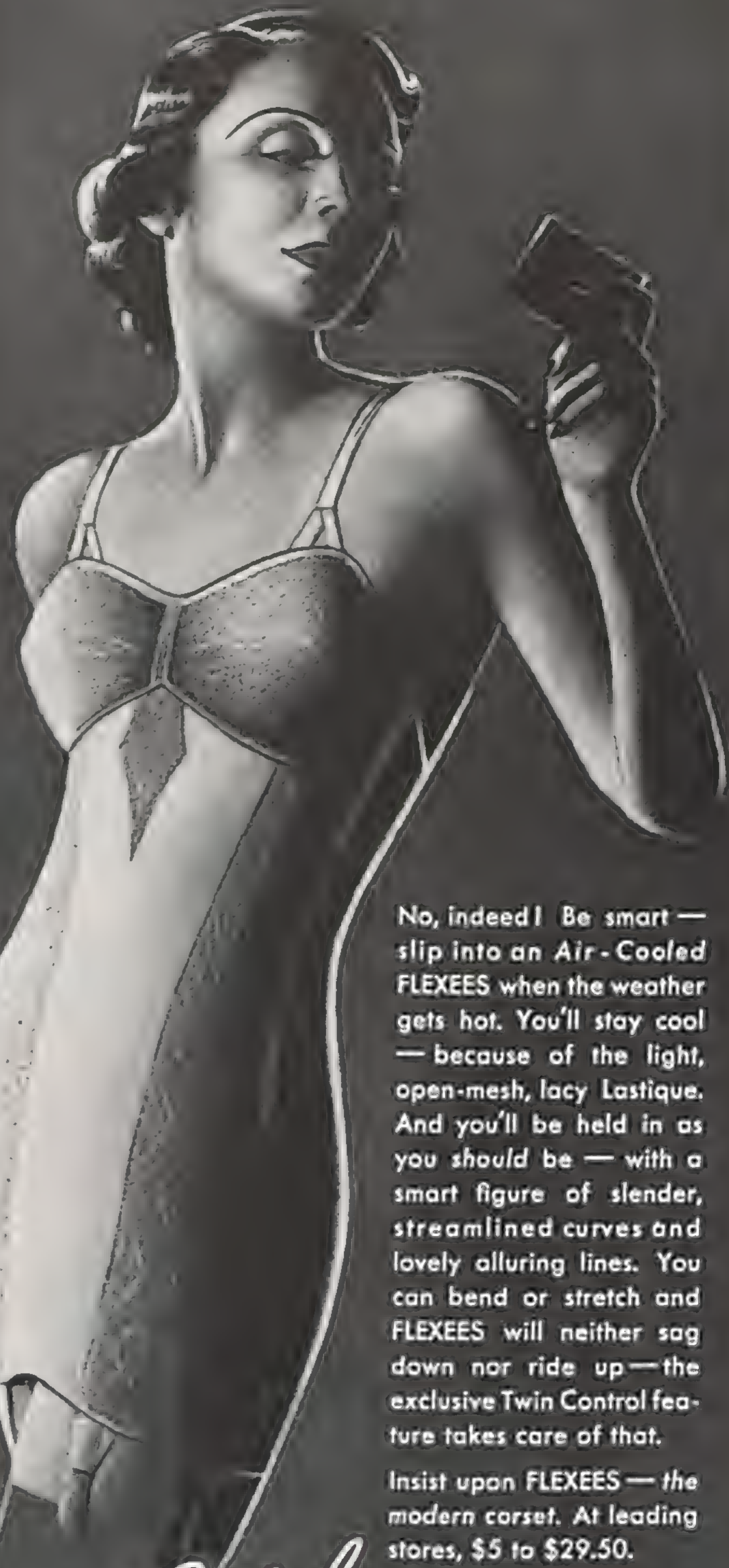
†Standard on Airflow Imperial. Available on all 1936 Chryslers at slight additional cost.

All prices list at factory, Detroit; special equipment extra.

Ask for the Official Chrysler Motors-Commercial Credit Company Time Payment plan. Available through all Chrysler Dealers.



# No figure worries for *You* this Summer



No, indeed! Be smart — slip into an Air-Cooled FLEXEES when the weather gets hot. You'll stay cool — because of the light, open-mesh, lacy Lastique. And you'll be held in as you should be — with a smart figure of slender, streamlined curves and lovely alluring lines. You can bend or stretch and FLEXEES will neither sag down nor ride up — the exclusive Twin Control feature takes care of that.

Insist upon FLEXEES — the modern corset. At leading stores, \$5 to \$29.50.

Model illustrated \$12.50

ARTISTIC FOUNDATIONS, Inc.  
New York City

*Air-Cooled  
Flexees*  
TWIN CONTROL

THE WORLD'S LOVELIEST FOUNDATIONS

## I WEIGH TOO MUCH

(Continued from page 65) Hanging a skirt from a slightly raised, instead of the real, waist-line achieves a seeming length of line and gives a more flowing effect over the hips—as skirts should be cut with easy fulness and a gentle flare. Not long ago, we noticed a large lady standing near a mantelpiece, whose figure, in profile, was regrettable. Her skirt, cutting in directly below the abdomen, was ugliness itself. It's a line that can be avoided, too—by the proper hanging of the skirt.

Distressing as wide hips are, they often can be counterbalanced by full sleeves and slightly emphasized shoulders (not too exaggerated, please). Jackets and capes work the same illusion. Tunics, provided they are long, give an outward flare that offsets hip breadth. Many a heroically proportioned woman finds tailored things are her salvation, but see that they are tailored softly and intelligently.

Evening clothes? They're no cause for despair. Along with excess weight generally come two compensations: a beautiful skin and a beautiful back. Do show the latter with a deep V décolletage—but keep the V narrow so as not to expose too much breadth. For over-upholstered upper arms, there are many dresses with upper-arm covering ingeniously worked in with the bodice. The very length of evening skirts conspires to give you height, and you can abet it with the new, long, swinging back panels.

All your life, of course, black has been recommended as the colour for you. But very becoming, too, are pure white, soft pastels, dusty-pinks, dusty-blues, greys, and prints—if they are not too flamboyant in colour and size. Shiny, glistening fabrics are things to shun—they ricochet the lights and emphasize expansive areas.

Almost any smart hat, providing its brim is wide enough to balance your face and figure, can go on your head. Nor are turbans banned from your life. If they are correctly proportioned and given height with wings, flowers, or drapery, they can be highly complimentary. A godsend for all short-necked women is the shallow hat.

As for golf, swimming, and sports clothes—too many Larger Ladies think that there they meet their Waterloo. Quite the contrary. A sports shirt-waist dress, buttoned or pleated at centre front, carries the eye lengthwise instead of crosswise. Sports jackets and cardigans are natural concealers. Long, narrow scarfs belittle bosom expanses. Even bathing-suits need not cause you embarrassment if they are properly designed and lined throughout to make you firm. The only real perils are trousers, slacks, and culottes . . . leave them to the hipless.

Probably you could curl up and die at the thought of calisthenics—but do grin and bear a little. Not the bending-over-to-touch-your-toes type. Look at yourself as you do this, and you'll see that all this really does is arch your back and fold up rolls on your stomach without reducing them. The best exercises for your waist are those that get your ribs away from your hips. The Richard



A ruffled neck and long tunic, on a crêpe dress. Panama hat. Saks-Fifth Avenue, New York, Chicago

Hudnut Salon suggests these two:

(1) Lie flat on the floor, stretch your arms over your head, fingers touching. This gets the ribs away from the hips, and the exercise eventually helps to keep them there. Pull the legs and the arms to the side to form a semi-circle on the floor. Then to the other side, and so on. Keep your body flat on the floor during this entire exercise.

(2) Lie on the floor with fingers on shoulders, elbows on floor at shoulder level. Keeping your shoulders and heels flat on the floor, raise the right hip and attempt to push it to the left across the body, arching the waist up from the floor. Repeat with the other hip.

The Richard Hudnut people also give in their salon a series of corrective exercises called the "Grandmother Series"—named because so many older women take them regularly.

A beautiful skin, we said earlier, is generally the fat woman's loveliest feature. So as not to risk losing it, as the years roll on, one ought to treat oneself to a regular course of facial treatments. And, in addition, do try this at home. It's a treatment based on the fact that Nature abhors a vacuum. The day before you are going to have a treatment, drink at least ten glasses of water and eat as little salt as possible. (Salt is a water determinant and a twentieth of an ounce, about the amount used for your celery, will hold two or three pounds of liquid weight in your system.) At some convenient time, the next day, cover your face with a thick cream—the Richard Hudnut Salon advises their non-liquefying cleansing cream. Then go into your garden, and exercise actively for twenty minutes (if you hate activity, sit in a hot bath for five minutes). You will feel the perspiration rise in little blobs under the cream. When you remove the cream, you will find your face infinitely cleaner and softer.





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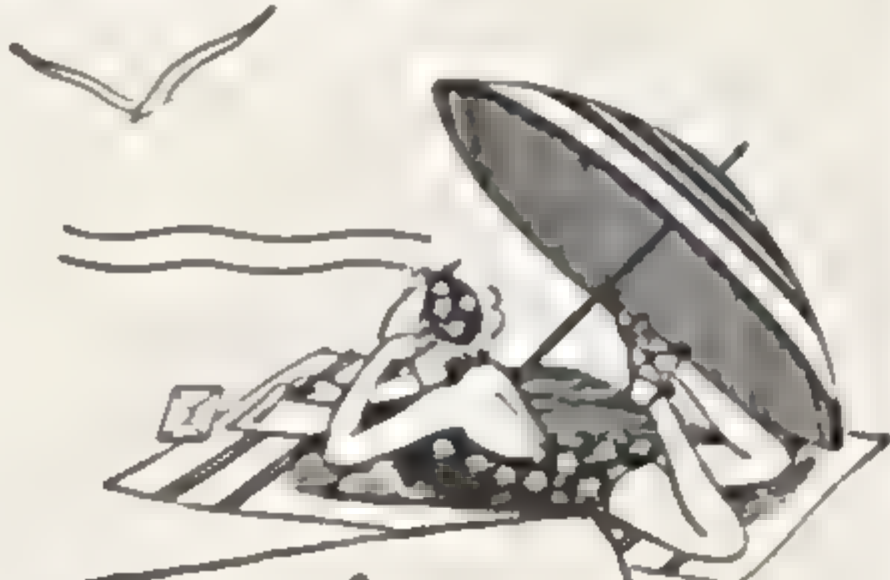
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*Help Betty Bruce  
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• Betty Bruce is on vacation. Evidently her mind is also—but not at the same resort. This is evident from the letter she has just composed! What will Tom think when he gets this note?



Dear Tom:  
Having a swell  
time. Wish you  
were here. See you  
when I get home.  
As ever  
Betty

• Probably this is an all time "low" in letter writing. Surely, YOU, gentle reader, can do better. Write it in your own words. The most spritely and original letter will win \$200.00. Contest closes July 15, 1936.

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## WRITERS' WATERLOO

(Continued from page 35) But this was before observing how each top actor up here who does not spend, who does not support rafts of relatives, who does not donate fabulously to each new charity as fast as these charities are originated, is flatly indexed in the profession as a "Hollywood Rat." The title sticks as though branded there on each side of his face, and is certainly not beneficial to his work.

If he does not give and give or buy and buy or support and support, he is a rat. And if he does give or buy or support, he is called, flatly, a sucker. A new word may be coined for it some day, but the old-fashioned one is the one still used here. A middle course is sometimes attempted by some, yet rarely risked by stars. Oh, what a blur it all is. And oh, how my preconceived notions have had to be abandoned.

• I sometimes think that the reason we writers up here are so fond of talking, are so fond of expressing our opinions orally, is because conversations afford us the only outlet for expressing ourselves at all.

• We, who have been looking at Hollywood from the outside so long and who have wondered why originality is so lacking here, stop wondering the day we arrive. It is not lacking among the writers here. It can not be, because some of these writers are the identical ones who were so original on the stage in New York. And a four-day train ride could hardly have knocked it all out of them.

But why they were hired to come is something that, as yet, I do not understand. Although maybe this, too, will be cleared up by to-morrow. But it seems to me they were more valuable to a studio where they were.

"Grand Hotel," for example, certainly could not have been conceived and risked by a studio without first seeing the outside proof of its value. And yet Vicki Baum is now in this same building. I see her name daily on the board of names outside the entrance.

"See here, my fine lady, we're going to keep you here to prevent you from pulling off another surprise like that again." This in secret may have been the thought back of it all. I can see no other.

For, until "Grand Hotel" came along the standard of all stories seemed to have been "Seventh Heaven."

"I want this story sort of on the 'Seventh Heaven' idea, you understand." This was told to writers, and still is being told to writers.

But now added to it is: "I want this story sort of on the 'Grand Hotel' idea, you understand."

• What he tells me is to this effect: we are graded, not by our ability in pictures, but by the salaries listed after our names. We are classified as \$250-a-week writers, \$500-a-week writers, \$750-a-week writers, \$1000-a-week writers, and so on up to the top. The studios maintain a lasting record of what salaries are paid whom, and the grading stays.

• Often in trying to fathom the cause of the discontentment among writers here, I sometimes believe one of the reasons is that this is the end, the sum-

mit of the money-road, and from here there is nowhere else to go. Financially, nothing is left for which to struggle.

Screen-credit may pile on screen-credit, and weekly cheque may follow weekly cheque, and their names may spread in the trade, but their names will not spread beyond the trade. So quickly are the screen-credit names switched on and off at the beginning of a picture that the screen writers could remain in Hollywood twenty more years without being recognized anywhere else but here.

Their cheques also must pay, then, for the damages received by their ego. And the cheques, for all their outlandish size, undoubtedly do not always appear large enough for this.

• Here, as on a newspaper, the predominating theme calls for action so consistently that I sometimes wonder if movement is the only entertainment comprehensible to mankind.

• If ever I have anything I want to get down on paper, I do not even have to write it myself. The producer said: "Call a girl whenever you have anything to dictate." I who never have dictated in my life. All is set, then, for the speedy recording of any idea I may have. But where are the ideas? I could tell the stenographer about the boy and the girl in the office of the government steamship inspector. I could try telling her, but there is such finality about dictating. It is not like scrawling out the notes for one's self. They still remain one's property then, and he can brood over them in secret. He has not forced a premature birth on them, he has not seen them being born on something grotesque in shorthand. They come out as fully formed words, not as grotesque freaks that even he can not comprehend. I do not want to dictate. I want to see for myself just what is being born. I, being the father, have a right to know.

"Call a girl whenever you have anything ready to dictate." Is that creation? Rather it is like race-horses are sometimes bred, by the complicated process of shipping the stud's sperm from one farm to another. It may be all right with horses. But I do not want to give birth to a horse. I want to give birth to two people, one of them a girl and one of them a boy.

• They study each other's pictures so faithfully, instead of studying man directly, that a natural man on the outside would appear a peculiar man to those on the studio's inside.

• And through all this, we continue spying on one another's output and continue copying one another's output instead of looking on man himself so that we become nothing more, really, than an inbred family living in isolation. And our offspring has the inbred offspring's look. It has the eyes of our cousin, the nose of our sister, and the mannerisms of the grandpapa film that went before. Films for a fact can interbreed so quickly this way that only with the coming of a stranger to the farm can there be any new blood at all. But then, of course, the stranger's blood is soon swallowed up in interbreeding, too. No, it does not last long, either. But it does leave its marks to be imitated forever more.

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SMART BECAUSE THEY'RE  
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CREME NAIL POLISH  
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CAROLA RUST

Jessie Franklin Turner made this exquisite tea-gown, of shirred chiffon, cool and clinging, tied with satin ribbons. The design is cool, too—rainbow-hued bubbles floating on a white ground

(Continued from page 53) Maybe it's just coincidence that Jessie Franklin Turner has the same name as the painter; but the skilful blending of soft, unusual colours that she achieves in chiffon is reminiscent of the effects created in oils by her illustrious namesake. The chiffon tea-gown photographed above is tied with satin ribbons, which cross under the bosom and fall to the ground at the back. These ribbons are in Chinese-yellow and Laurencin-blue—a subtle combination, and very Jessie Franklin Turneresque. Another divine tea-gown, cool-looking as an icicle, is of Laurencin-blue chiffon, shirred from the throat to just above the knee, where it cascades to the ground in graceful folds. A short chiffon cape goes with it, gathered on the shoulders and turned under at the waist, giving a draped effect.

Quite another matter: A summer coat, unlined, made of a bumpy Rodier linen. Two sets of pockets are almost concealed in the seams down the front of the coat. It's fitted slightly to the waist, and the wide belt is stitched and fastened with a hand-wrought silver buckle. It's made in off-white and in colours, for either town or country wear—and it's a pet.

• Your herbaceous borders are ablaze with summer glory, and every vase you possess is filled to overflowing—at least, I hope so. Arranging flowers is fun, but tidying up the flower-room afterwards is definitely a fly in the

amber. Miss Elizabeth Lynch (943 Lexington Avenue) has designed a gadget that removes this difficulty. It's a flat piece of gaily striped canvas; at each end is a wooden slat and a rope handle. The idea is that you use it both as a carrier of flowers, and a cloth for the flower-room table, thus saving time, trouble, and litter. It costs about \$2.50.

• Many a smart American, with Paris written on her heart, is turning her footsteps towards 509 Madison Avenue; for, at this address, Marcelle Milliat is gathering around her those who like *le goût français*. Everything that hangs in her four enormous maple-wood cupboards is a French import; everything that leaves her salon is a custom-made adaptation of a French model, from one of the world-famous houses whose names fall glibly from our lips.

One suit is made of a Bianchini silk that looks like heavy linen (it's uncrushable), and if you're the kind of person to whom colour is all-important, you'll be glad to know that it can be dyed to any shade. The model is in robin's-egg blue, very simple and tailored, and the hand-made blouse is of handkerchief linen. Another suit is of light wool that looks like towelling, in almost the same shade of blue (it's a favourite colour with Miss Milliat), and the sleeveless blouse is of geranium coloured crêpe, slide-fastened over the shoulders, and initialled in large letters.



Revive your last summer's evening dresses, or ring changes on this summer's, with a flower-laden net cape. The one at the left has a field of white daisies on white net; the other is of black net, poppy-strewn. Both are from Saks-Fifth Avenue, New York, Chicago



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It sums up your summer—refreshing, bright, colorful and gay . . . highlighting every occasion it graces . . . Slip off the cape and disclose a provocative loveliness in the two-piece dress with its richly fashioned blouse. See this **Lampl** Frill Boucle in soft pastel tones at stores everywhere.

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## PLAN FOR A PARTY

(Continued from page 71) polished, striped satinwood and are frequently left uncovered. At one party, the entire colour scheme was in green: two calla-lilies in thin vases at each end of the table, a cluster of tiny cactus plants in green pots, mats and napkins of green handkerchief linen, and not one dish passed that did not carry out the colour scheme.

It is after dinner that a hostess must have her wits about her. Bridge is obvious for the devotees, but, on the other hand, little groups may need re-arranging. There is always that definite moment after the excitement of a good dinner against which one must guard. It is then, in that interim, that some form of entertainment is advisable. It may be extravagant, but it is often worth its weight in gold. Music can weld many a party into a fantastic success. In the Frelinghuysen house, the twin baby-grand pianos contribute much to the success of parties; an accordion player makes a gay interlude; a good fortune-teller is great fun because people never tire of hearing themselves discussed.

One of Mrs. Frelinghuysen's menus that has been most acclaimed is as unconventional as it is delicious.

Crabflake Soup	Toasted Brown Bread
Celery Olives	Raw Carrots
Mushroom Timbale	Toast Melba
Roast Liver	Bacon Sauce
Jerusalem Artichokes Anna	Purée of Beets
Cheese Ice-Cream	Green Salad
Toasted Biscuits	Foamy Sauce
Cottage Pudding Special	Coffee Sanka
Lanson 1915	

The recipes for the crabflake soup, the timbale, and the cheese ice-cream, which are all *spécialités de la maison*, appear at the end of the article. The canapés on this occasion were two favourites—powdered bacon held in place on rounds of toast by a thin coating of peanut-butter, and spiced ham made into a purée and rolled in hot toast. The soup (which takes the place of both soup and fish) is served very hot in two-handled glass soup-plates. The Boston brown bread is cut very thin, buttered before toasting, and piled slice on slice to keep hot. The roast liver is something which a hostess should take up with her pet butcher. It must be the best possible calves' liver and should be rolled and prepared as a fillet of beef. It is roasted in the oven only long enough for the inside to remain pink when cut. When placed on the platter for serving, it must be heavily covered with powdered bacon and embellished with quarters of lemon. A good brown sauce, well flavoured with lemon, is poured around, not over, the liver, which should not be allowed to stand a minute after leaving the oven.

The cheese ice-cream is frozen in a melon mould and eaten from wooden plates. Be sure that the ice-cream precedes the salad, as it again registers surprise. The trick of the cottage pudding is to have it exceedingly light and fluffy, which is done only by insisting that your cook cream the butter and sugar with her fingers. Do not let a spoon come near it. The pudding must be almost over-flavoured with vanilla and baked in a ring mould, the centre

being filled in with foamy sauce.

Mrs. Frelinghuysen believes that there is a real psychology in all food, and that there is no excuse for the deadly routine that we encounter in our daily lives. She believes that vegetables can be made thrilling. Arranged on a huge glass platter, and chosen with an eye for colour as well as taste, an assortment of vegetables makes an exciting luncheon dish. A white cauliflower, boiled in milk, lies in the middle of the platter, surrounded by bright bunches of beets, carrots, asparagus, string-beans, all cooked in such a way as to hold their colour. They come to you a veritable bouquet and iced to a T. A very special sauce is passed with these, and if, as you eat it, you can guess its one trick ingredient your hostess will give you the recipe. It's called "Sauce Mendl," named for Lady Mendl, at whose house Mrs. Frelinghuysen first tasted it and guessed it. At one of the all-green dinners, the first course was a huge green melon packed in shaved ice. Its insides had been removed carefully, preserving the top with its stem, which was left on for a cover, but removed by the butler after its presentation. The melon was filled with crab-flakes, which were mixed with small pieces of the melon, and the entire mixture had been mélanged with a marvellous sauce from the famous Walterspiel in Munich.

### CRABFLAKE SOUP

(enough for twelve people)

- 1 pound of crabflakes
- 1 quart of pure cream
- 2 quarts of good soup stock
- 1 cup of fine bread-crumbs
- 1 small onion
- salt and pepper to taste

Go over the crabflakes, removing all bits of shell, add to the stock, and bring to a boil. Grate onion into this.

Put the cream in double-boiler with one tablespoonful of butter; add the bread-crumbs, and heat well. Twenty minutes before serving, combine the two mixtures and serve very hot.

### MUSHROOM TIMBALE

- 1 eggs
- 1 quart of milk
- salt and pepper to taste
- pinch of mustard
- a little Worcestershire sauce

Beat eggs, adding milk and seasoning. Fill a ring mould with the mixture. Place in a pan of hot water and bake in a medium oven. When ready, serve on silver platter, placing a row of truffles around the top of timbale.

Fill in the hole with a creamy, powdered mushroom sauce.

### CHEESE ICE-CREAM

- 1 pound of cottage-cheese
- 1 quarter pound of cream-cheese
- 1 quarter pound of Roquefort cheese

Pound all the cheeses together, through a strainer, add salt and pepper to taste and one teaspoonful of Worcestershire sauce, dilute mixture with one-half pint of milk, freeze as ice-cream, then repack in melon mould. A mixed green salad, with French dressing made with tarragon vinegar and estragon, follows the ice-cream.

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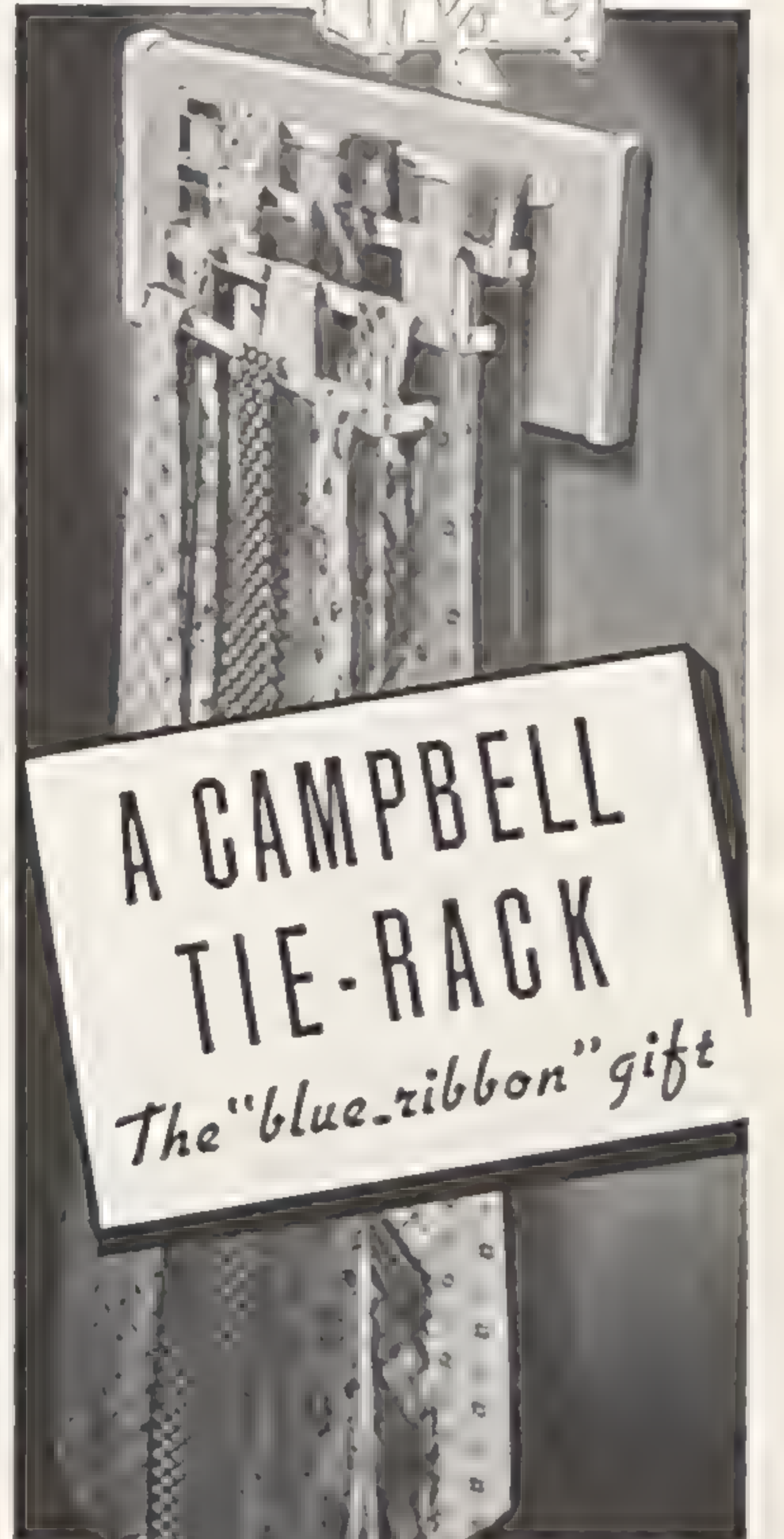
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## FATHER'S DAY

JUNE  
21



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Revlon's "G" Woman, famous for gathering advance style information and creating new exclusive nail polish shades to harmonize, has been running after the men.

But she was doing it for you, my lady. So if you have seen her talking to men in the Waldorf, the Rainbow Room, aboard ship, in Hollywood, and wherever smart people gather, please forgive her. She was merely finding out what nail polish shades "He" prefers for you this summer.

"He" likes "Bimi" and "Sudan." You will, too. New. Exclusive. They harmonize. And they wear and wear. Sun-fast. Lustrous.

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125 West 45th Street, New York City

## WOMEN SHOULD LOOK BEAUTIFUL

(Continued from page 54) can manage to run attractively—girls do something funny with their feet, or their knees go the wrong way. And that hippity-skippity sort of jig they do from side to side to cover court is just about as elegant as a giraffe in a great hurry, or some one walking on a patch of hot sidewalk with bare feet. And besides, they get hot and steamy, and puff out their cheeks, and some of them stick out their tummies when they are about to lay into a forehand drive.

### NOT BUILT FOR RUNNING

Females who don track shorts and jerseys and run and jump in track-meets are just wasting their time, and ours, because they can't run fast enough or jump high enough, or throw things far enough to matter, and, besides, they weren't built for that sort of costume. The upper part of their legs go in at the wrong places, they carry too much excess weight from the waist up unless they are built like boys (in which case this doesn't count, because then they aren't ladies), and finally they ought to get a look at their faces just as they are breaking the tape at the finish of the hundred-yard dash, twisted and contorted and pitted with the grey lines of exhaustion.

Basket-ball and baseball played right are games for men, and good tough ones, and if you don't play it right, why play it at all? I once saw Maggie Somebody's Bloomer Girls perform on the baseball diamond, and THAT was enough. Even when they're good, they're bad. And if girls played basket-ball under men's rules, they would be taken away on stretchers after five minutes. Be quiet. I know I'm being unreasonable. You can write me indignant letters when I'm through.

Badminton sounds like a lady's game, but it isn't, because one hard set of Badminton, well played, is more exhausting than three sets of tennis, and I have already made the point that cuties should never, never go all out so that they breathe hard and audibly and get moustaches of perspiration on their upper lips, and have to go and change. All right, if you'll take it easy, go and play a little.

Golf was never meant for women. If you don't believe it just think back, if you are a gentleman reader, to some of the instructions given you by your professional as to what to do with your Whatsit and your Whosit when you swing. A girl just can't do all those things and still be a lady.

Fencing calls for the most absurd and unflattering posture in which a female could possibly be asked to twist herself, and, besides, the clothes that most of them wear are utterly ridiculous and unsuited to the figure. The only time a girl fencer looks graceful and feminine is in the lunge when it is perfectly executed. And besides, when they have finished a bout and yank their masks off, they look a mess.

Girls don't look well swimming free-style or breast-stroke, because their hips are too wide and they wear those dreadful tight-fitting bathing-caps to keep their hair from getting wet. Why don't they LET their hair get wet? So what? Georgia Coleman,

the great Olympic and National diving champion, used to go off the ten-foot board and the high tower without a bathing-cap, and there was nothing prettier than to see her swimming back with her short yellow hair, wet and slick, streaming behind her.

Hand-ball is simply no game for girls, and neither is polo, and any lady who permits herself to be lured into an eight-oared barge to pull a twelve-foot sweep, or sculls, ought to have her head examined. It's a murderous sport and nothing for females.

I am now happy to arrive at the list of sports that have my approval for public performance, beginning with angling, archery, and aviation. Somehow it is a pleasant and stimulating sight to see a girl hooked into a fish and playing him well, and except when she puts on waders to go into trout-streams, she can get herself up in some pretty cute costumes. Look out for sun-burn, darlings, Uncle Gallico doesn't like blistered and peeling noses. Somehow, too, a lady can manage to look most fetching shooting a bow and arrow. Archery is a calm, contemplative sport, as well, and the movements are all graceful.

Nor is there anything prettier than to watch a good girl flier—they're all good, or they don't live long—circle her bright coloured bird down out of the sky and set it down on the field, neatly and smoothly, roll to a stop, and reach for her hand-bag and powder her nose and touch up her lips before she scrambles out of the cockpit all aglow with the fun and the excitement and the joy of it. Flying costumes are most becoming. No? Did you ever see some of those gal pilots in a white monkey suit and white helmet?

Back-stroke swimming is on the "Yes" list. It is graceful and full of rhythm, and the girls swim, face up, their pretty features wreathed and softened by the white foam they churn up in the green waters.

### SKATE FOR GRACE

Speed and figure skating are permitted, and especially the latter, which is the female figure in the dance, but freed by the steel blades from the ordinary pull of gravity and lethargy of friction. An entire arena is her dance floor, and there is no costume lovelier or more graceful than the figure-skating dress with its short flared skirt, and the jaunty caps to match. Watch Sonja Henie, Maxie Heber, or Maribel Vinson loose on the ice to a rumba or a fox-trot, and you will see what I mean. That's what little girls were made for.

Skiing was placed on the doubtful list not because the gals don't look simply magnificent in ski clothes and graceful as wheeling gulls when they do it well, but they are always running into trees, or falling and hurting their thumbs, or getting water on the knee, or twisting their ankles, which later makes them practically useless as dancing partners, and they hobble around looking woeful, and I am too tender-hearted for that sort of thing. And they do get themselves into the most ridiculous positions when they fall. It is to be hoped that this is all clear. I am not going over it again. This is my last warning on this matter.

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## HEALTH—WORK—MONEY—PEOPLE

(Continued from page 42) rest of that day, anyhow—in bringing magic into your relationships? in compelling a tightly-wadded world to shake out money more loosely in your direction? in walking about feeling as strong, as radiant as Phæbus Apollo on a fine morning?

Yes, but then, inverting it all back again to where it was, you could not have done work with such splendid results, had you not originally felt like Phæbus Apollo on a fine morning. Though it would be absurd to assert that fine work is done only by people in obstreperous health bestriding the narrow world like a Colossus. At once I should be told to look at Stevenson, look at Proust, look at Swift.

Yes, but these are exceptions.

Yes, but the finest work is always done by exceptions, therefore they master their disabilities in an exceptional manner.

Yes, but no discussion can possibly produce truth if it winds itself too closely round figures of genius; most of us quite simply can not do good work if we are in pain; if we are feeling listless, bilious, or frightened.

All these yes-buts will indicate that though I am moderately coherent in reporting the argument, at the time it took place not one of us were allowed to finish a sentence.

Health at the beginning of our list, and next—Work?

No, not work next; human relationships next. The phrase "human relationships" must here throw a wide circle, looping in the people you care about most deeply, whether they be your family, your love, your friends, your heroes, your children, or your dog. I think I should include your servants, because they are actually within the home, and your home is the core of your daily life.

For again, as health had to mean, in this discussion, average daily health, and not be argued out on the health of a genius or on the tragic state of mind of some one who has just received from the doctor sentence of death or lifelong disablement, so, in discussing human relationships, we should be wasting breath if we took the period of our lives when we were so madly in love that no one else mattered at all. Or when our father, for instance, was so seriously ill that naturally if called upon to compile our list at that moment, which is unlikely, health would be placed first, and everything else like money and work would be mere minor matters.

So in any average normal day, the human relationships which most count are those which actually dwell with us by our own fireside, for it is here that we come back for solace when the world outside has scraped us too harshly. That is why servants should be included; they are actually in your home and thus at the core of reality. They create atmosphere. If you are feeling ill, if something in your job has bitterly disappointed you, if you have lost money and quarrelled with a friend, at least there, in the middle of it all, is sanctuary, concord, and affection; at least your dog adores and respects you; your servants are helpful and repress their own troubles,

seeing that you have about as much as you can bear for the moment; and your wife, husband, mother, father, son, daughter, uncle, aunt, or friend, whoever is your actual stable companion, can at once make you feel, by bringing you loyalty and physical comfort, that at last here is quiet, here is truth, here is peace; here you can sink back and wait; here you can sleep and eat; here you can relate over and over again how you have been wronged in the world outside; how betrayal, robbery, injustice, and a bitter lack of appreciation have been your portion.

Imagine starting your day with your human relationships all wrong, particularly those in the home itself and all about you; imagine starting off with a row, with sulky silences, with pointed injustice, with misunderstanding of your motives, violent claims upon what you have not got, or unreasonable requests for what you can not do. Then, with all those turning round and round, a nagging circle in your mind, try then to see how much work will help you during the rest of the day, or money. Therefore I give "human relationships" an honourable second place on my list.

Here I was interrupted and shouted down. In nine cases out of ten, no, in ninety-nine cases out of a hundred, I was vehemently told, just these claims, these atmospheric troubles in the home and at the core of your life and your realities, *begin* on a question of money; begin, in fact, with a shortage of money. Can you deny it, those three fools asked me. (By "those three fools," I mean those three charming, intelligent, generous-hearted women who were my friends, and who were arguing with me.) Have you ever reflected, they pointed out, eager voices overlapping, how money lights up human relationships? How it widens your chances of making them generous and free from envy?

"It's a pretty poor friendship," I remarked, "that can give nothing till your own mind is materially at rest."

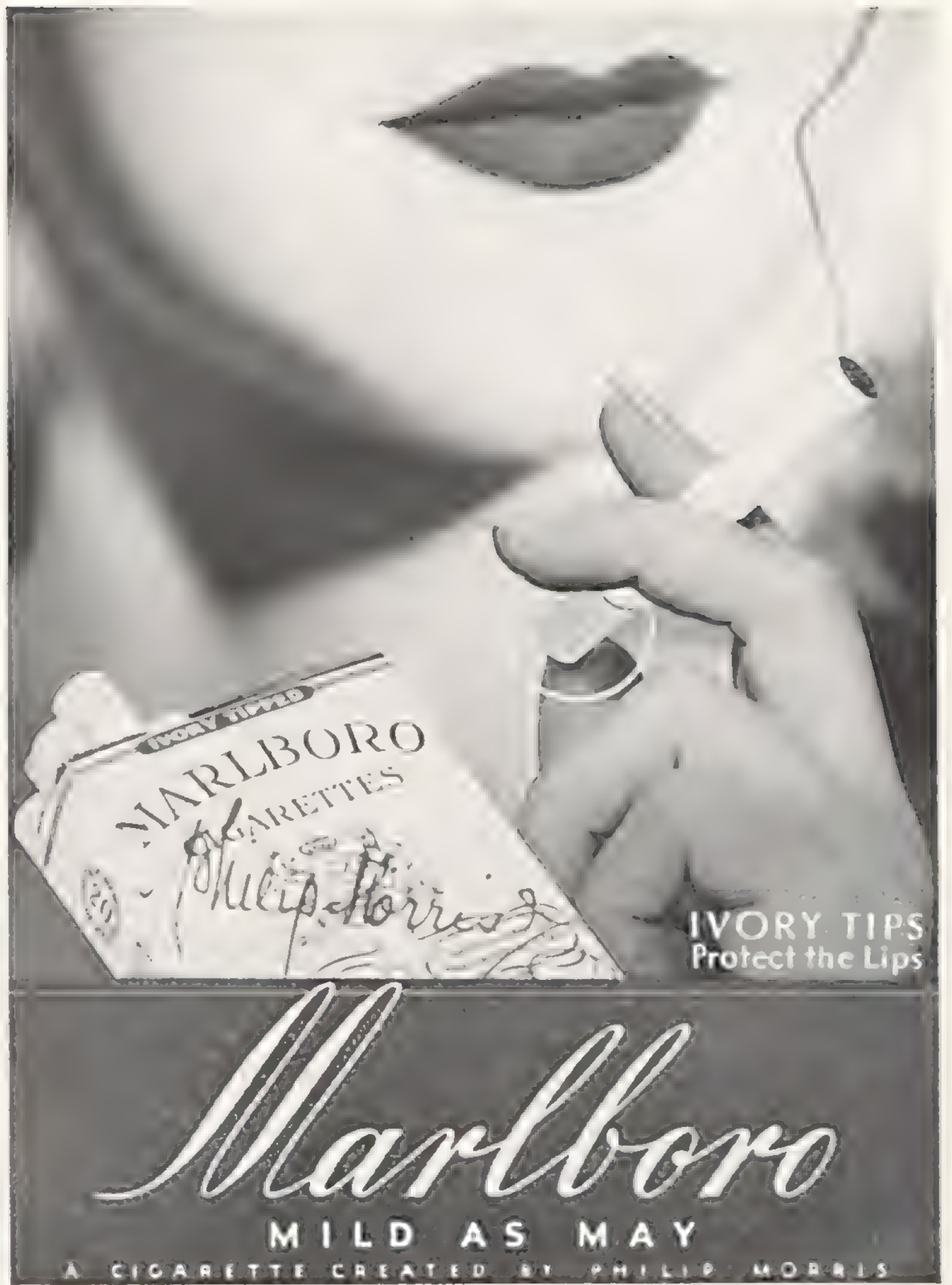
Nevertheless, they contended triumphantly, let health, leading in the list, look after money; but let money, next in order, look after human relationships.

"And our work last on the list?"

They hesitated. It sounded rather bad, put baldly like that: work—*last*.

By now it was clear to me, if not to the three others, that I had won in establishing that the order of *my* list was the best: Health first, because health meant vitality and vitality was life itself. Human relationships next. And money and work tie-ing for the third and fourth places.

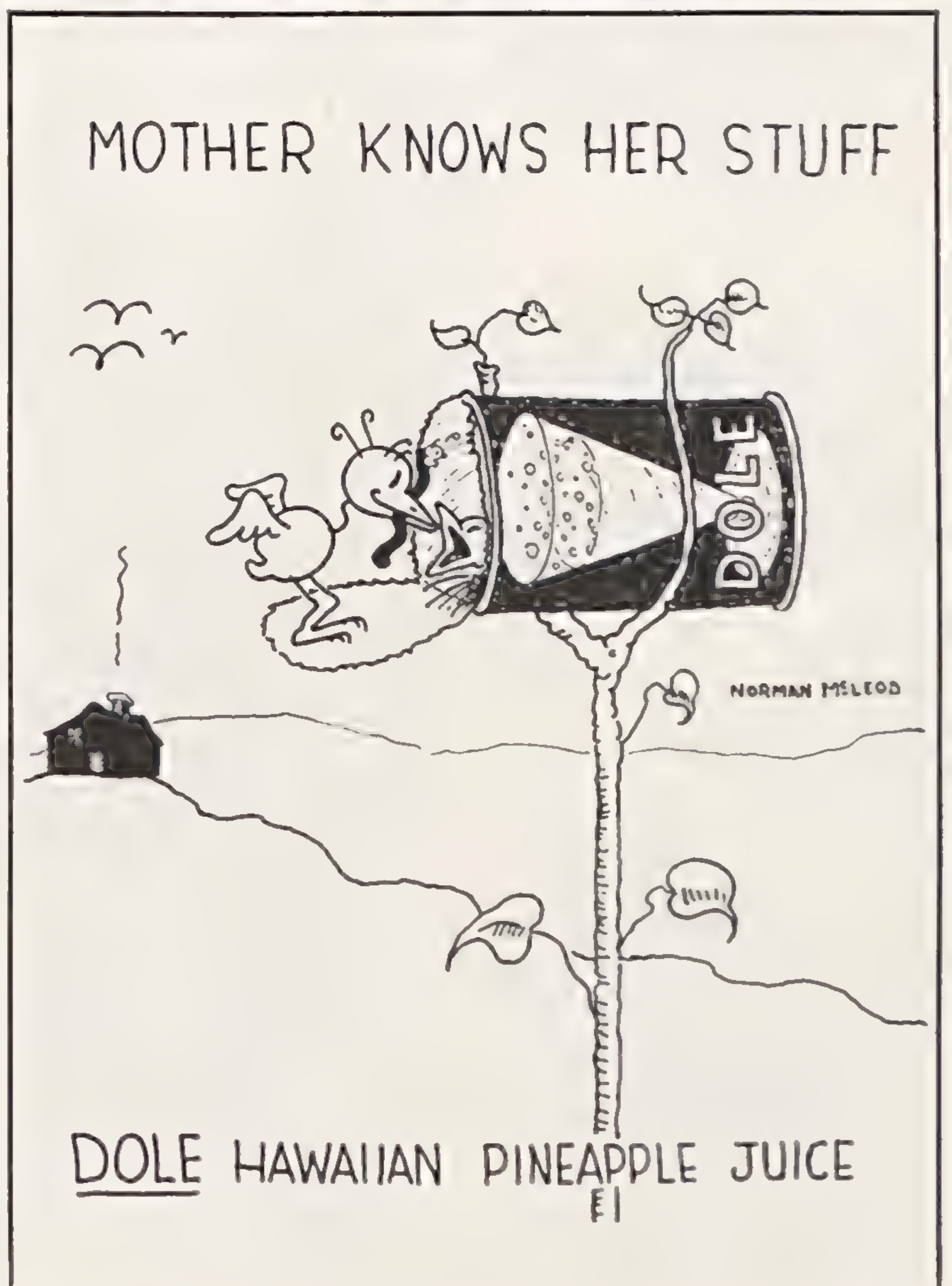
Then the other three flung themselves freshly and with zest upon the latter portion of my list. Health first and human relationships second? Very well. "Though I," said one of the Fools, "should put even that the other way round. But if you are making a list of only four items, you are being mentally slipshod to let the last two of them tie for a place; to leave it unsettled in a sort of Shakesperian *As You Like It*, *What You Will*, *Much Ado About Nothing* spirit. Either money comes (Continued on page 98)



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## HEALTH—WORK—?

(Continued from page 97) first, or work comes first."

Money, work? or: Work, money?

We all know how the worry of work, when it is not in a state of well-being, gnaws and gnaws at all your empty moments. You carry that worry about with you, and it clogs every pleasure; muffles every harmony, and swamps the brighter colours of your mental weather like a dust-storm in the Middle West—

"So do bills," the most extravagant of the four Fools murmured feelingly.)

"—What human relationship can get *that* right, till it chooses to get itself right? till the universe twirls and dances and glitters, and there's not the smallest orb which thou beholds't but in his motion like an angel sings—"

"But now you're denying your own list: arguing against your own arguments."

"Yes," I replied weakly. "I often do. One often does."

"And are you sure you are not thinking of 'work' wholly in terms of creative work?"

"All work should be in essence creative."

"That sounds very lordly and lofty, but I am not even sure if it is true."

I swerved—and compromised thus:

I think that if you suddenly had all your money troubles adjusted, you would feel better, more healthy, more secure for the next few weeks; perhaps for the rest of your life; but it could not compare in radiant altitude, in sharp contrast from despair to exaltation, with what one feels when one has mysteriously accomplished good work. I say "mysteriously," because although heaven knows one can do bad work without any help at all, good work never gets done without that curiously grateful feeling, and at the same time that puzzled feeling, that something, some one, somehow, has come to the rescue. Surely one could not have created by oneself this marvel, this fluke?

"I should put all four equal, in my list," the Youngest Fool suddenly interposed. She had until now, from reverence, I hope, taken small part in our passionate discussion. "Anyhow, I want all four!"

"My child, you can't contribute these idiocies to a serious debate."

But the Eldest Fool, who perhaps was no fool at all, remarked thoughtfully: "She's not asking for the impossible. Only we need a fifth item to add to our list, which shall sum up the other four."

"There isn't one."

But this special Fool had a flair for quotation, and she replied to my objection with inverted commas in her voice: "That lowly herb—"

"What lowly herb?"

"Rue?"

"Sage?"

"That lowly herb, Contentment..."

"Who wrote that?"

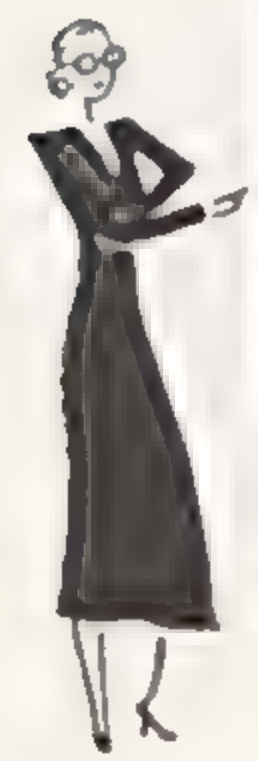
"One of the seventeenth-century poets," carelessly.

I still think that the Eldest Fool made up the line herself, just for effect. It was a little too apt. To discredit her home-made efforts, I, in my turn, quoted George Herbert:

"We say amiss,

This or that is:

Thy word is all, if we could spell."



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(Pages 72 and 73)

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## MID-SEASONS

(Continued from page 27) perfect answer to the formal June cocktail-party problem.

To turn from the present to the future, the mid-seasons were seething with potent suggestions for autumn. All of those circular-skirted, full-backed coats at Mainbocher's, and also at Patou's, the circular full-fronted ones at Alix, and the gored, fitted-waist, flaring-skirt ones at Rochas' are certain forecasts for autumn. Molyneux and Vionnet confine their flaring ideas to woollen dresses. Chanel and Rochas advocate longish tailored jackets, which are news for autumn suits.

The new versions of tunics are perfect for those just-after-summer days in town; Alix's tunic-jacket, for instance, of dull black mat crêpe with a black velvet front and circular pepulum, or Rouff's black wool tunic descending to two points in front and flaring out short in back.

Everywhere there is a marked decline in those exaggerated sleeves that were growing larger with every collection. By autumn, an arm should look like an arm and not like a leg-of-mutton. The broad-shouldered idea clings, fortunately, with sleeves falling straight, with perhaps a little fulness above the elbow or above the wrist.

Details on dresses show a flattering sympathy for feminine anatomy. Alix and Schiaparelli use soft shirring to show off the bust to the best advantage. High necks fall softly into folds under the chin to frame the face. Dresses and skirts are moulded at the waist with inverted tucks to give play to the natural curves of the hips.

Beaded embroidery looms as one of the most important details for autumn. Mainbocher's black crêpe dress with bands of Persian bead embroidery proves what great beauty and distinction there is in this type of handwork, and there are Maggy Rouff's flower-beaded jacket and Schiaparelli's flower-beaded dresses and head-bands to add weight to the story. We have a hunch that Vionnet's smocking idea will appear with rhinestones accentuating the diamond design, and that beaded bands will be everywhere.

Not only are there beaded flowers to remember, but appliqué flowers of contrasting fabrics, such as Mainbocher's black velvet tulips on a dull black silk dress. The scalloped edges that every one uses and the contrasting bias banding that Alix uses are other feminine dressmaking touches that encourage beauty as well as chic.

Full evening skirts appear in every collection, suggesting a grace and charm that tight ones never give in a ballroom. In fact, there is promise of even greater fulness, inspired by the models that Bérard designed and Lelong made for Madeleine Ozeray to wear in "L'École des Femmes." Both of her lovely dresses have tiny basque bodices and full panier skirts; the mulberry taffeta one has a two-tiered skirt, and the white broadcloth coat buttoning all down the front shows how beautiful a full-skirted coat can be over a full-skirted dress. Both, of course, have that amusing seventeenth-century bustle-backed effect. Vionnet showed much the same type of tight basque bodice on a black organza dress with the skirt (Continued on page 100)



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## MID-SEASONS

(Continued from page 99) smocked all over. Alix continues her tight basques, adding stiff Balinese peplums, and Piguet shows tight basques with flaring peplums in the back.

Chanel's and Mainbocher's transparent skirts also show a rabid interest in feminine anatomy. Both of these couturiers treat their transparency with delicacy, Chanel slitting her slips to the knees under full tulle or lace evening dresses, and Mainbocher adding transparent tulle bands from the calf down. Piguet and Rochas frankly curve their dinner-skirts up in front and show them ankle-length, a fashion that will probably be good for broadcloth and velvet dinner-suits in the autumn.

Furs promise to be long-haired, soft and flattering, with fantasy in colour and form. Rochas showed, for instance, opossum dyed almost orange, with the skins used vertically in a loose, wrist-length collarless jacket for sports or town. Lanvin has two divine jackets, one wrist-length, one finger-tip, of silver fox skin used vertically, giving that round cape look with all the convenience of sleeves. Lanvin also uses silver fox skins down the front of a black woollen suit, with the heads pointing up towards the shoulders.

## PALM BEACH

(Continued from page 67) faint grey of old marble and the soft beige of oak is very effective. Tubs of flowers stand in this hall, and black and white engravings are hung on the walls. The curtains are of a heavy white fabric.

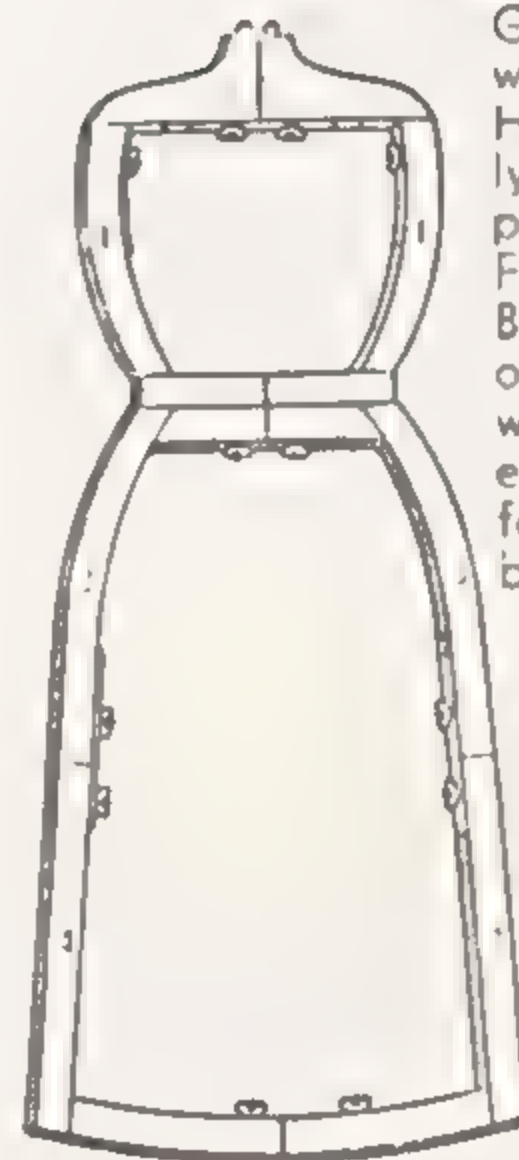
At the western end of the hall is the dining-room—an exact reproduction of the Blair's Chicago dining-room; while at the eastern end of this hall is the small, panelled Georgian library with its old French parquet floor, its curtains and furniture coverings of a blue-and-white French percale, and its lamps and mantel garniture of blue-and-white china.

Mrs. Blair, the former Ellen Yuille, has her bedroom in soft powdery-pink, with two little Louis XVI. seats covered in tufted beige velvet at the foot of the bed. (This room is shown on page 68.) The chairs and tables and commodes are eighteenth century, and a fine Aubusson rug covers the old parquet floor. Above the wainscoting is hung a collection of small French drawings.

Chintz—pale blue chintz with bunches of white carnations—is used for one of the small guest-rooms. The beds are upholstered with it; the curtains are made of it and hung with valances, on which large bouquets of carnations cut from the chintz are bound with white ribbon. There are chairs covered with the chintz, and a chest of drawers painted in the same pattern. In a shallow corner of the room, there is a tall, three-cornered open cabinet that holds small glass jars of white flowers.

Another delightful room is that of Mr. Blair. It is panelled with light coloured pine and hung with English chintz curtains—white with yellow roses blooming against dark green foliage. There is also an engaging child's room in white, with the bed slip-covered in white linen and the curtains of a gay chintz patterned in bright coloured flags. Another guest-room has blue cotton satin curtains and flowered percale as a background for old French furniture.

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Schenectady, N. Y.

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• "I had no knowledge of southern preparatory schools and your help was of inestimable value. The school you recommended has more than lived up to its promise. My boy is most enthusiastic about his work and the life at the school," writes one of our readers from New Orleans, Louisiana.

• Our knowledge of schools isn't limited to the South—or to boys' prep schools. We know the whole field of private schools and can probably recommend several which will meet your particular requirements. Won't you write to us—or telephone—or make us a personal visit? We will be delighted to give you advice—confidential, of course—or any information you may desire.

VOGUE'S  
SCHOOL BUREAU  
1928 Graybar Building  
New York City

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THAT velvety gliding feel of a KWIK Slide Fastener in action can be secured only by hours of polishing in pumice and sawdust, a process exclusive to this fastener. The dependability of KWIK action starts with those highly polished elements. Your own sensitive fingers tell you that there are no sharp corners or rough edges. The elements glide smoothly and quietly into position to give secure fastening. Notice the absence of that rasping sound heard in the operation of ordinary fasteners. For performance, specify KWIK Slide Fasteners.



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ADVANCE

MERCHANDISE

PORTFOLIO

JUNE 15

## PARIS CABLE

Prints big evening importance -- Alix printed evening dress, multi-coloured bands on skirt seen everywhere -- Printed jackets with dark skirts most popular day costume -- Ermine capes and jackets most popular Paris evening wraps -- Olga Rosen very thin hand-crocheted natural raffia gloves smart for town or for country -- also pleated, knitted, striped shorts with halter tops -- Suzy shows new grosgrain beret leaving top of head uncovered --

Clips worn high on shoulders day and evening -- shapes matching but stones not matching -- Madame Bourdet wears one sapphire clip with one topaz clip -- Henry à la Pensée shows amusing lapel watch-form compass with alternating gold and silver points -- Boucheron shows antique-looking pins and clips -- new platinum rose with trembling filigree petals and diamond leaves -- Model new bouclé lamé evening bags with handles -- also soft pleated antelope day bags with gold tops -- also antelope bags with patent moiré design -- Vera Borea sports shoes of mustard suède with thick beige soles; tongues and top hand-sewn with rust coloured heavy cord -- Bunting shows flat, square-toed sandals evening with alternating black and orange ribbon straps -- high-heeled with multi-coloured cut-out kid foot, straps wrapping twice around ankle -- both sandals carry out new multi-coloured band idea -- Bicycling clothes gaining in importance -- knee-length shorts are preferred with long Tyrolian hand-knitted linen socks or with divided flannel skirts for bicycling Longchamps.



"DOMINO" WATCH. ROCK CRYSTAL AND ONYX.  
VAN CLEEF & ARPELS



ROCK CRYSTAL SETTING  
CUT LIKE A DIAMOND

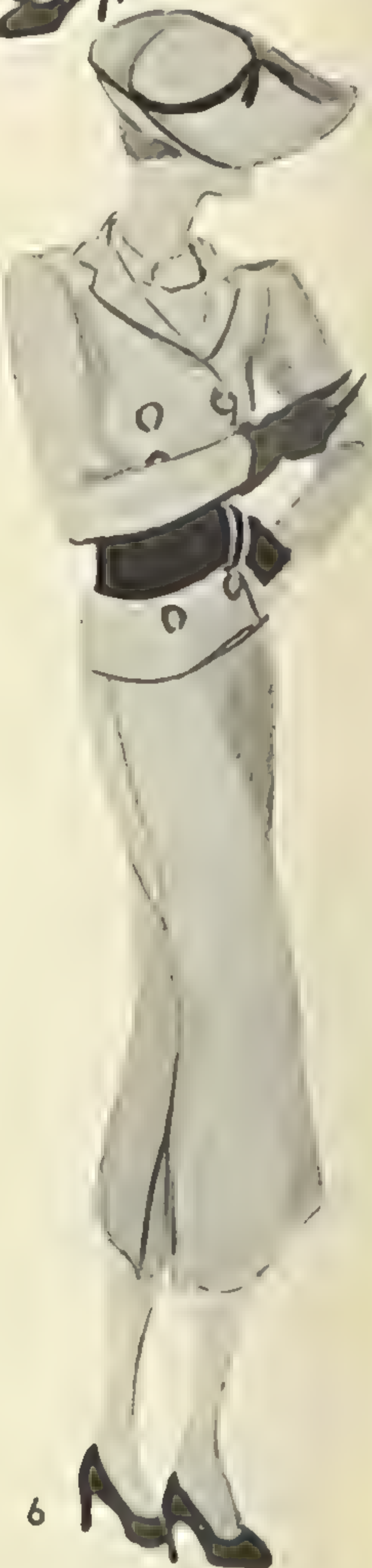


POKER AND BACKGAMMON  
DICE IDEAS IN WATCHES  
SET IN ROCK CRYSTAL.



## PARIS POINTS

"Coming events cast their shadows"—and past events cast their shadows, as witness these clothes sketched at Cannes! They illustrate ideas that will be important for autumn; several of the details used were emphasized in the Mid-season Collections. Watch short, swing-back jackets; long tailored tunic-dresses that tend towards somewhat straighter lines, especially for day wear. Capes continue in full- to three-quarters lengths over suits or dresses and for evening—winter fur fashions will include long fur day and evening capes. Wool jersey, as shown in these clothes (6., 11. and 13.), will be important in the autumn fabric group.



1. The Chinese influence is subtly shown in Heim's straight tie-silk dress and swing-back jacket.
2. Molyneux's simple black wool dress and loose chamomise woollen jacket. Tuxedo front jackets (as in 1. and 2.) are an autumn note.
3. A blue woollen two-piece costume with interesting red woollen pockets—square and swinging free.
4. An excellent autumn costume in dark woollen; double-breasted dress with front pleats released at knees.
5. Peplums on soft jackets continue. Inverted pleats for back fulness.
6. There's an autumn suit idea in this grey-blue, jersey two-piece dress, with wide brown suede belt.
7. Molyneux's sensational horizon-blue reefer coat, worn with royal-blue sweater, scarf and knitted hat.





8. This beautiful tunic-dress of fine wool illustrates the tendency towards straighter long day tunics. Notice the narrow buttoned revers.

9. Lady Mountbatten wore this big, loose navy woollen cape over a two-piece blue and white woollen dress.

10. A smart colour combination in a bright moss-green woollen jacket, brown- and banana-checked woollen skirt and banana cashmere sweater.

11. Notice the square neck-line of this wool jersey dress; the high-up pocket with handkerchief is new.

12. An excellent suit for a young girl (who wore it). Violet wool.

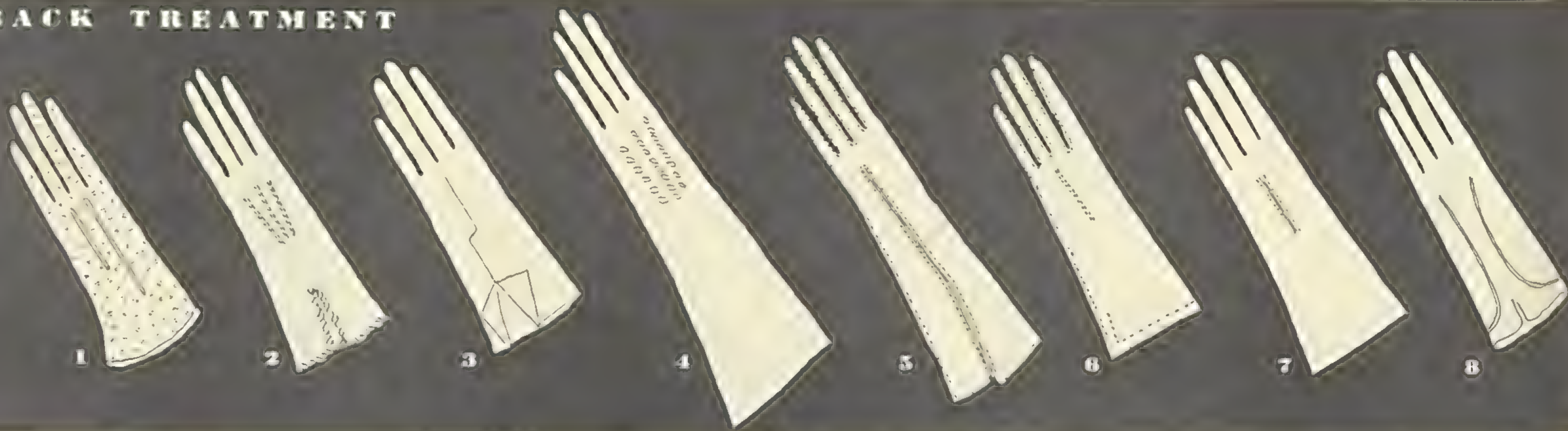
13. Wool jersey suit in pale blue-green; hand-knitted violet sweater.

14. Mme. Schiaparelli wore this stunning costume—very dark blue skirt; jacket of pink, white and blue plaid.



# LEATHER GLOVES

## BACK TREATMENT

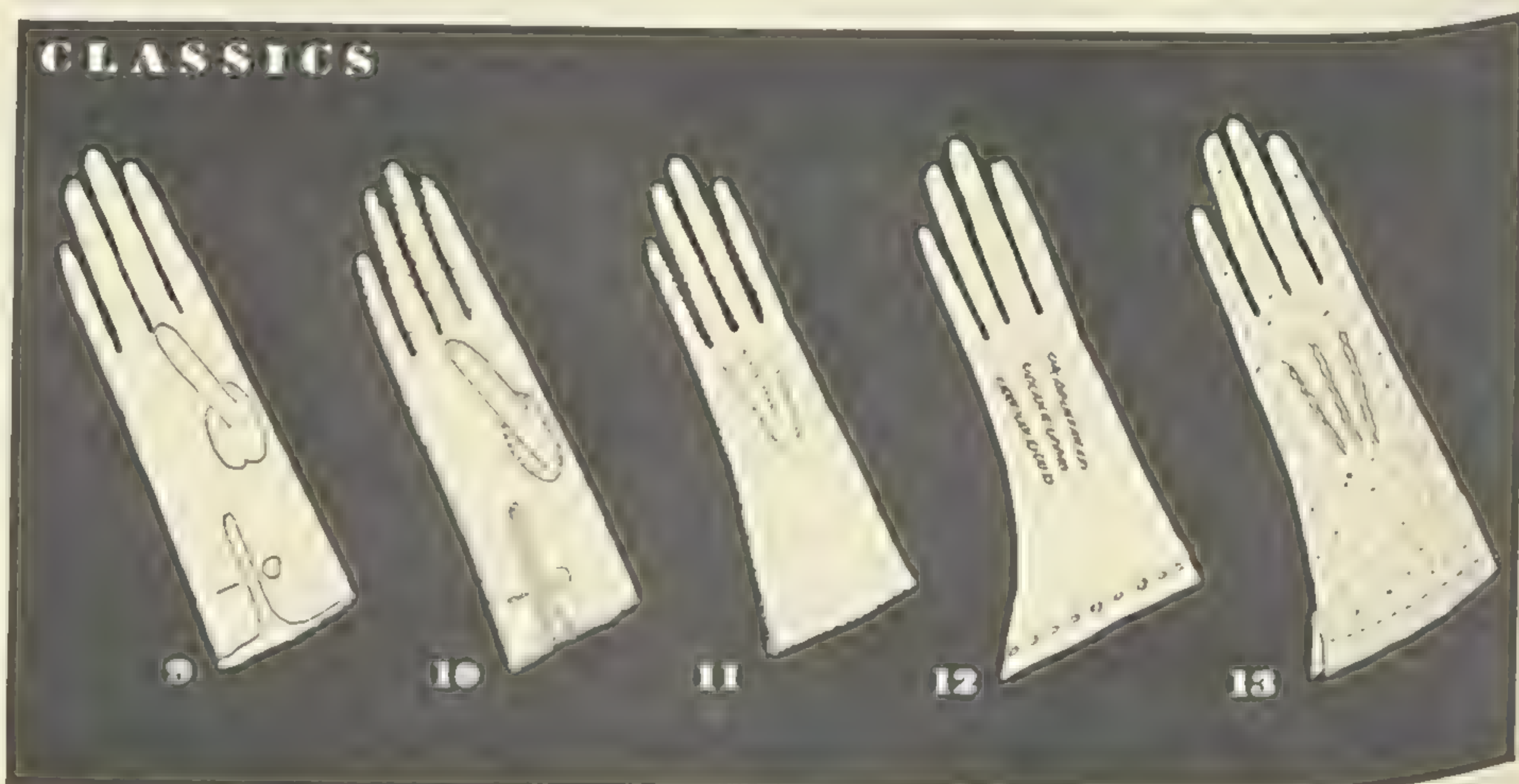


- Deep colours continue
- Bright colours "special" for costume accents
- Longer gloves for formal day
- A definite flare looks new
- Backs plainer and plainer
- Hand-stitching, thong lacing, hand-whipping and reverse seaming
- Suède, doeskin, kid finishes, unbrushed chamois, suède and glacé finish combined, cape, pigskin
- Deep and pastel shades for evening
- Wrist length: front button, back opening, side vents, new treatments on back of palm
- Six- and eight-button lengths for tailored suits with shorter sleeves (and for capes!)
- Pale grey suède or doeskin for formal day
- Dark grey capeskin; wine coloured or dark green pigskin for sports

1. Reverse seaming serves as excellent trimming for a pigskin sports glove—used here on the back of the palm and as a hem on the cuff. Superb Glove Co., 171 Madison Ave.  
 2. Another excellent variation on the pigskin classic sports glove is this one with its slit back and thong lacing. Steinberger Brothers Glove Corporation, 1 Park Avenue.  
 3. A slit and turned-back cuff and lightning-like seam mark the washable doeskin Kislov glove. Norman Blum, 468 Fourth Ave.  
 4. Three rows of thong lacing distinguish a four-button doeskin glove with a slight flare. Guibert Frères Gloves, Inc., 2 Park Avenue.  
 5. There is distinction in the single centre seam of this hand-stitched suède glove, which comes in all of the new fall colours. John E. Fuchs Co., Inc., 443 Fourth Ave.  
 6. The important single seam appears again in this washable Llamelo glove. From Acme.

7. Here is another version of the single seam, this time in a hand-stitched glove of a new unbrushed English chamois. John Fuchs.  
 8. A discreet variation of the classic short glove in washable Llamelo. Comes from Acme Glove Corporation, Gloversville, New York.  
 9. & 10. Front button classics of Acme's washable Llamelo, one piqué-stitched (so hard to find in the market), the other hand-stitched. Perfectly charming new fall shades.  
 11. John Fuchs' prophetic capeskin glove (editorial). Side vent; new hand-whipping.  
 12. This is one of the smartest sports gloves we have seen. Leather laced, it is made of a new, slightly brushed, English leather. From Ireland Brothers, 40 East 34th Street, N. Y.  
 13. This excellent pigskin glove has as its only trimming a narrow hand-stitched hem at the cuff. Piqué-stitched seams. A Wear-Right glove. Wimbacher and Rice, 1150 Broadway.

## CLASSICS





# FOR FALL

V

**T**he fall glove story has news from many angles: new leathers, new lengths, new colours, new details. There is increasing evidence that kid-finished leathers are due for a renaissance. Schiaparelli, Alexandrine and Hermès show them, and while they certainly will not take the place of suèdes and doeskins for fashion volume, a soft, dull-finished capeskin (nothing to do with the heavier capeskin we have always worn for sports) will begin to be accepted for the more formal glove. Suèdes and doeskins continue to be day and evening "firsts"; pigskin and capes for sports.

*Watch lengths:* Four- and five-button slip-ons will definitely remain first for fashion volume, with the wrist-length glove for tailored and sports wear; but your smartest customer will also ask for, and expect to find, six- and eight-button lengths for day.

*Watch colours:* Basic glove stocks should include dark green, dark wine, dark brown, bright browns, beiges, grey, black and white. Add these "special" colours: bright blue, gold, eggplant, fuchsia, and a second grey; the success of these depends upon proper promotion and proper matching with other accessories.

**14.** This is a very special example of the extremely wide flare glove. It is of fine washable suède, piqué-stitched, and the cuff turns back showing a darker tone. Guibert Frères Gloves, Inc., André David, 2 Park Ave.

**15.** Another wide flare in a hand-sewn model is this eight-button, washable doeskin Kislav glove from Norman Blum Co., 468 Fourth Ave.

**16.** This seven-button doeskin suède gains a certain dash by the device of parallel full-length seams—a clever use of discreet decoration. Ireland Brothers, 40 East 34 St.

**17.** An excellent and restrained treatment of the wider glove is to be found in the six-button suède by Guibert Frères Gloves, Inc.

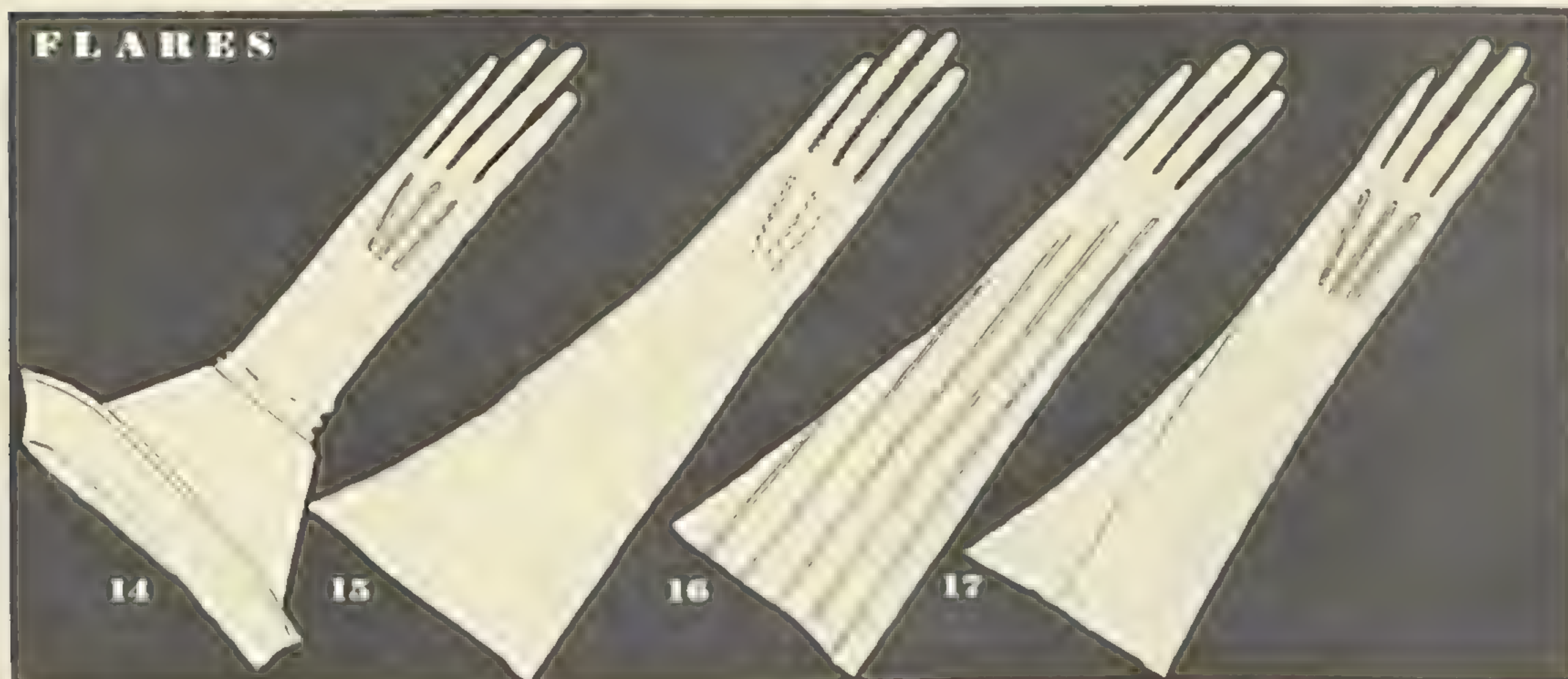
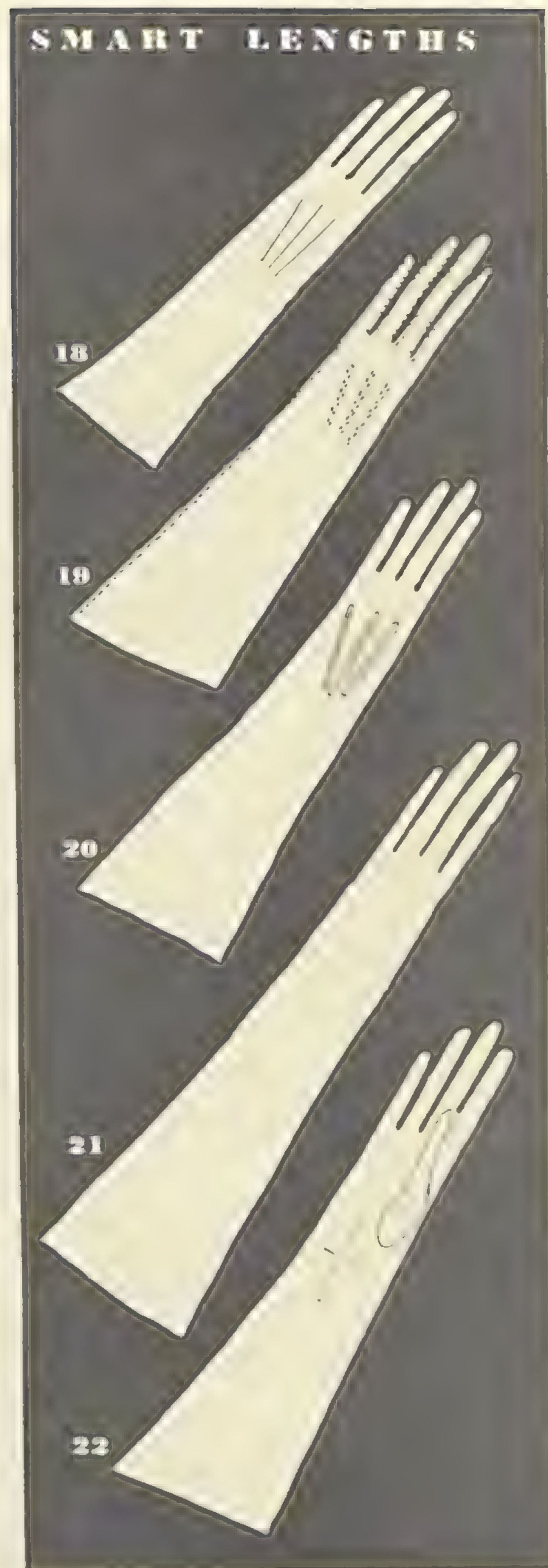
**18.** This imported Aris glove is of "Mokado" in a charming shade of beige which we think your smartest customers will like, especially in the new six-button length. Comes from Steinberger Brothers Glove Corp., 1 Park Ave.

**19.** Another sophisticated shade of beige is the "mushroom beige" of this hand-stitched six-button glove. It comes in "Polava", a very soft leather which, even in black, will not crock and will wash beautifully. From Louis Meyers and Son, Inc., 1 Park Ave.

**20.** A classic suède pull-on, also six-button length, is this Wear-Right glove with its piqué-stitched seams. It may be had in cayenne, smoke-grey, brown, London tan and fifteen other colours. Wimmelbacher and Rice.

**21.** This diagrammatic sketch cannot possibly convey to you the charm of the twelve-button French "chiffon doe" glove, which is so very soft, and will wash perfectly. Notice the absence of back seams—prophetic note! Guibert Frères Gloves, Inc., 2 Park Ave.

**22.** The one-button opening in a glove of six-button length has returned. This suède kid is a good example of the type. Louis Meyers.





# DEPARTMENT IDEAS



**1.** Here's a new idea for mural decoration by a young display artist, Clover Benson, who combines crisp originality with fine execution of detail. Miss Benson started working on her ideas for murals about two years ago; these ideas met with so much interest that she was persuaded to try them out in shops. Enchanting plaques for children's shops and departments were among these ventures. Childhood, Inc., used the two plaques photographed; they give an excellent idea of Miss Benson's distinctive work. But children's subjects are only one expression of this versatile artist's ideas. She has a fresh treatment for every new subject which she meets in department displays. She works with sandpaper, beaverboard, cork, string, oilcloth—in fact, almost any utilitarian material comes to life under Miss Benson's clever fingers. 35 Hampton Road, Scarsdale, New York.



**6.** The soft, beautifully tailored type of suède jackets and skirts, which have had an increasing acceptance by the smart Englishwoman have achieved a definite place in the sports fashion picture. A young designer from California—Voriss, by name—has perfected a technique that not only permits great individuality of design, but minimizes bulk. The Alpine chamois used is practical for year-round wear and cleans satisfactorily. Voriss designs are hand-made and include blouses, skirts, coats, jackets, shorts and hats. If you don't know her—she's worth investigation! Suèdes by Voriss, 8618 Sunset Boulevard, Hollywood, California.

The ski accessories which Alex Lee Wallau is importing from Austria, Norway and Scotland are exceptional—their selection is the result of a thorough combing of the European markets. Imported by special order—orders taken now for October delivery. Alex Lee Wallau, 11 East 36th Street. Shown in the photographs below:

**2.** Superbly fitting sweater, rib-knit with Lastex yarn; Scotland. Norwegian beret. Austrian mittens and cable-stitch socks.

**3.** Waist-coat type sweater with short waist; bright flower embroidery. Canvas belt appliquéd with braid, string and felt. These come from Austria.

**4.** Cable-stitch sweater of natural coloured rustic yarn embroidered with bright yarns; heart-shaped felt pockets. Kerchief in a gay coloured pattern. From Austria.

**5.** Short Austrian socks; long Norwegian socks; and house slippers from Austria.

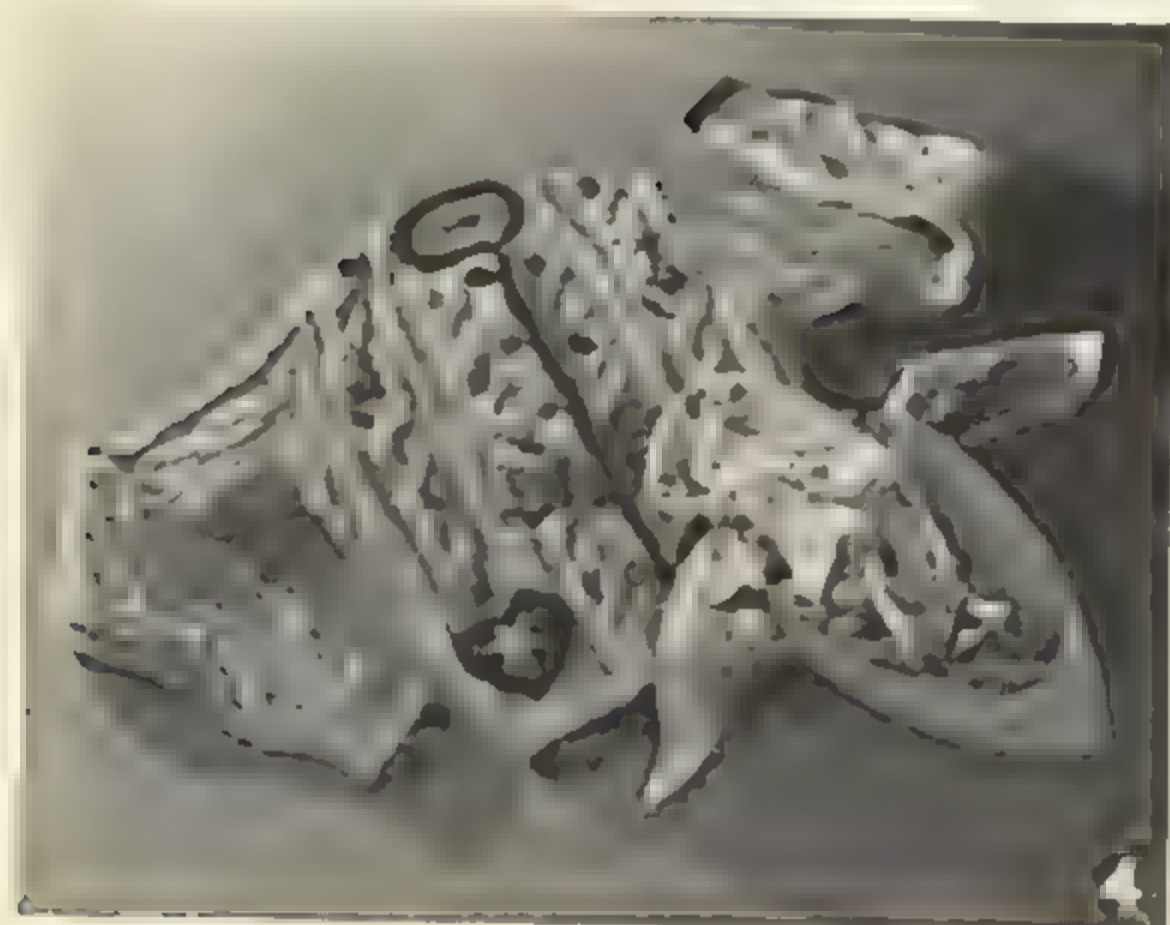
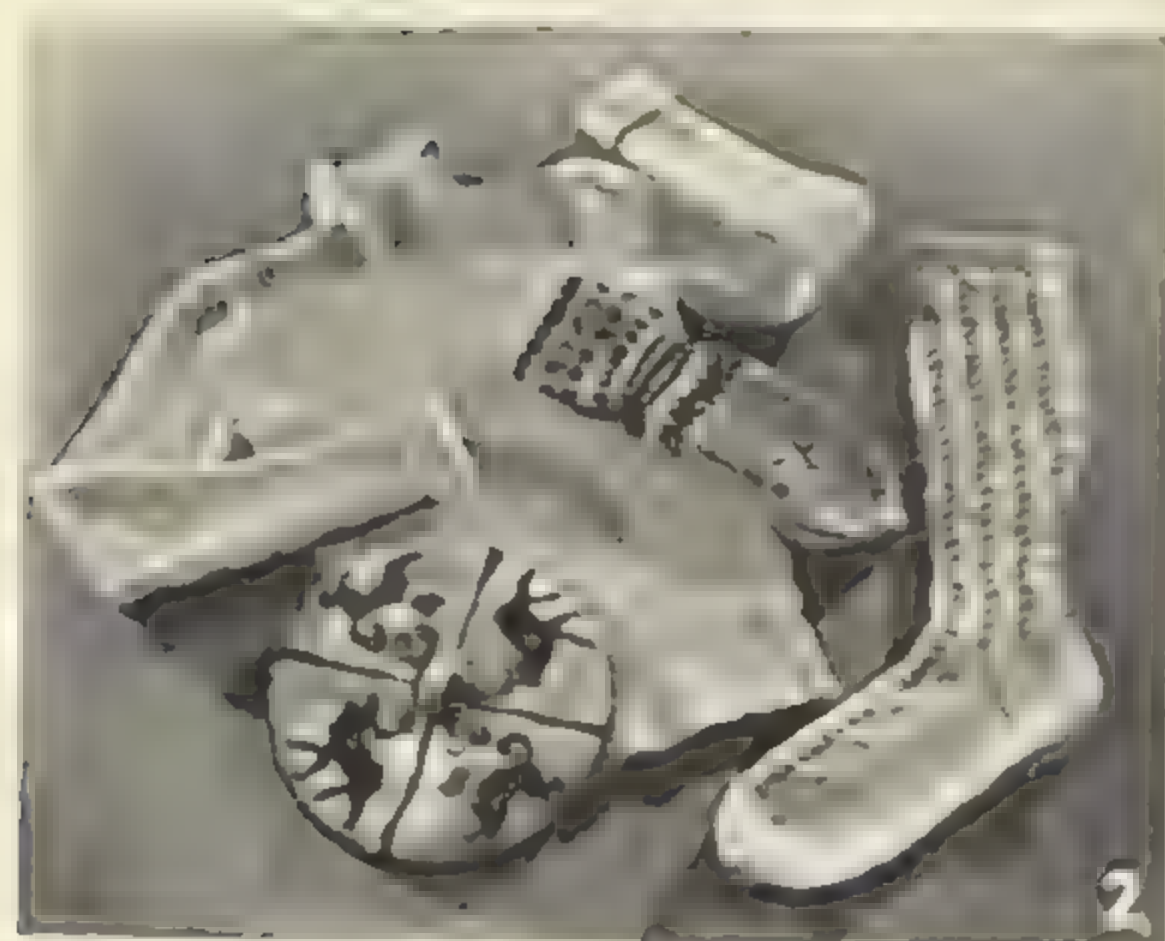


**7.** Triangular-shaped links of opaque prystal make this bracelet from the Royal Jewelry Mfg. Company, 295 Fifth Avenue.

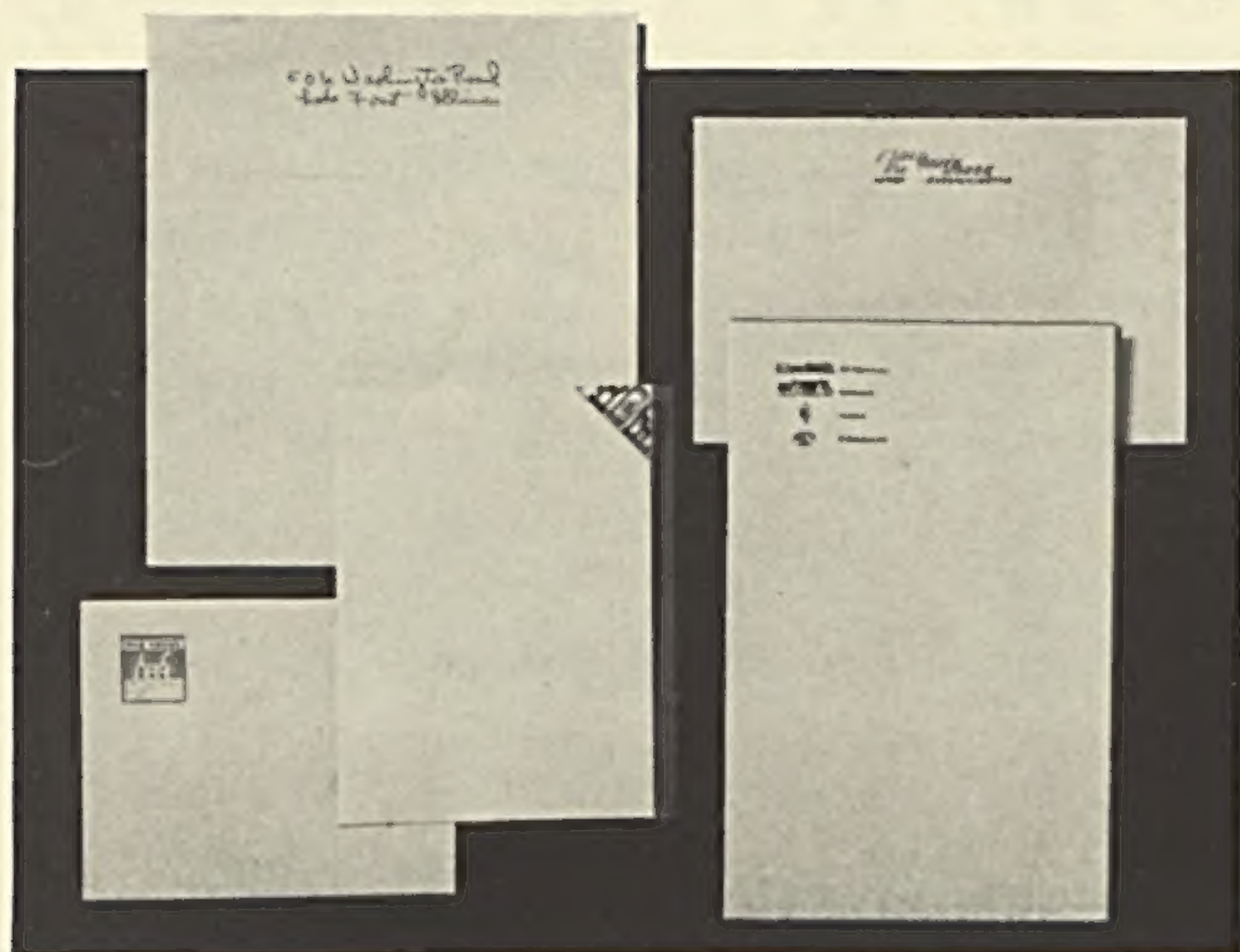
**8.** A new costume jewellery idea in a dice motif applied to a new chrome compact and cigarette case by Volupté, 347 Fifth Ave.; matching bracelet with charms set with coloured stones by DuJay, 37 W. 47th.

**9.** Here is Colonial Dames' idea for women who like to blend their own powder. Five little ounce bottles in a row hold five shades of "Salon" powder. Pink and silver stand. 4652 Hollywood Blvd., Hollywood.

**10.** "Gardénia Eléonore"—the life-like flower that wilts and freshens—has amazing new leaves that last and last; they look and feel like real leaves. A new gardenia or camelia (photographed) can be easily fastened to these leaves, adding to the life of the boutonniere. Sold and perfumed by Qui Sait, 767 Lexington Avenue. *Not Shown.* Mueller Skirt and Waist Frames for blocking garments at home are as satisfactory for other materials as they are for knitted clothes. Adjustable to any size. Mueller Garment Frame Company, Schenectady, New York.







There is a definite place in every good stationery department for country house papers; and a variety of quality papers and individual designs will give your shop a reputation for smartness. Z. & W. M. Crane present a new paper "Rosedust"—a lovely, soft shade that looks exactly as its name sounds—in new smart address and monogram designs for summer and country house use. There are a number of attractive die-stamping effects; dark blue and dark red die-stamps on this beautiful rosy paper are especially effective. Some of the papers are edged with dark blue or with dark red to match the monogram or the address. From every angle of quality, design and individuality these papers are a distinctive addition to the stocks of smart stationery departments. Z. & W. M. Crane, Dalton, Massachusetts.

## R É S U M É O F T H I S I S S U E

### Ready-to-wear Buyers . 27-33, 48-49, 60-61

Paris News. Vogue summarizes the high spots of the Mid-season Collections on page 27. Fashions important for autumn include circular-skirted coats—full-backed at Mainbocher and Patou; and full-fronted at Alix. The broad-shouldered look continues but with modified sleeves. Beaded embroidery and appliquéd flowers of fabric contrasting with the fabric of the dress promise to be important evening details. Chanel's transparent evening dresses over knee-slit slips; Piguet's and Rochas' ankle-length dinner-skirts curved up in front are big news. Pages 29 through 33 illustrate day and evening fashions that excited considerable interest.

New York Fashions. Page 48 shows a printed handkerchief-linen dinner-dress—this type of simple dress, that can be worn for both formal and informal occasions, is important in your summer evening fashions. The dress on page 49 of white mouseline de soie with Paisley illustrates the theme of individualism very much stressed this year.

Pages 60 and 61—"Julep" clothes—new printed cotton suits and dresses for smart hot weather town wear.

### Sportswear Buyers . . . . . 38-41

"What About Pants?"—pages 38 and 39—answers the question as to when and where it is correct to wear culottes, slacks and shorts. We suggest that you inform your salespeople on these points so that they will be prepared to answer customers.

"Classics in Circulation"—pages 40 and 41—give news about active sports clothes, and they suggest action poses for your mannequins displaying active sports clothes.

### Accessories Buyers . . . . . 46-47

Ideas in piqué accessories continue to come from Paris—pages 46 and 47. There's a new hexagonal bag of matelassé piqué; and a big, flat, squashy one in a diamond design. The newest piqué gloves are cut on the bias.

### Women's Wear Buyers . . . . 64-65, 90

Vogue does a feature especially for "women of poundage." Use Vogue's points on smart appearance and on ways of concealment in your training department. Use Vogue's quotations (see page VIII) in your promotions. Clothes shown on these pages include sports, daytime and evening fashions.

### Negligée Buyers . . . . . 50-51

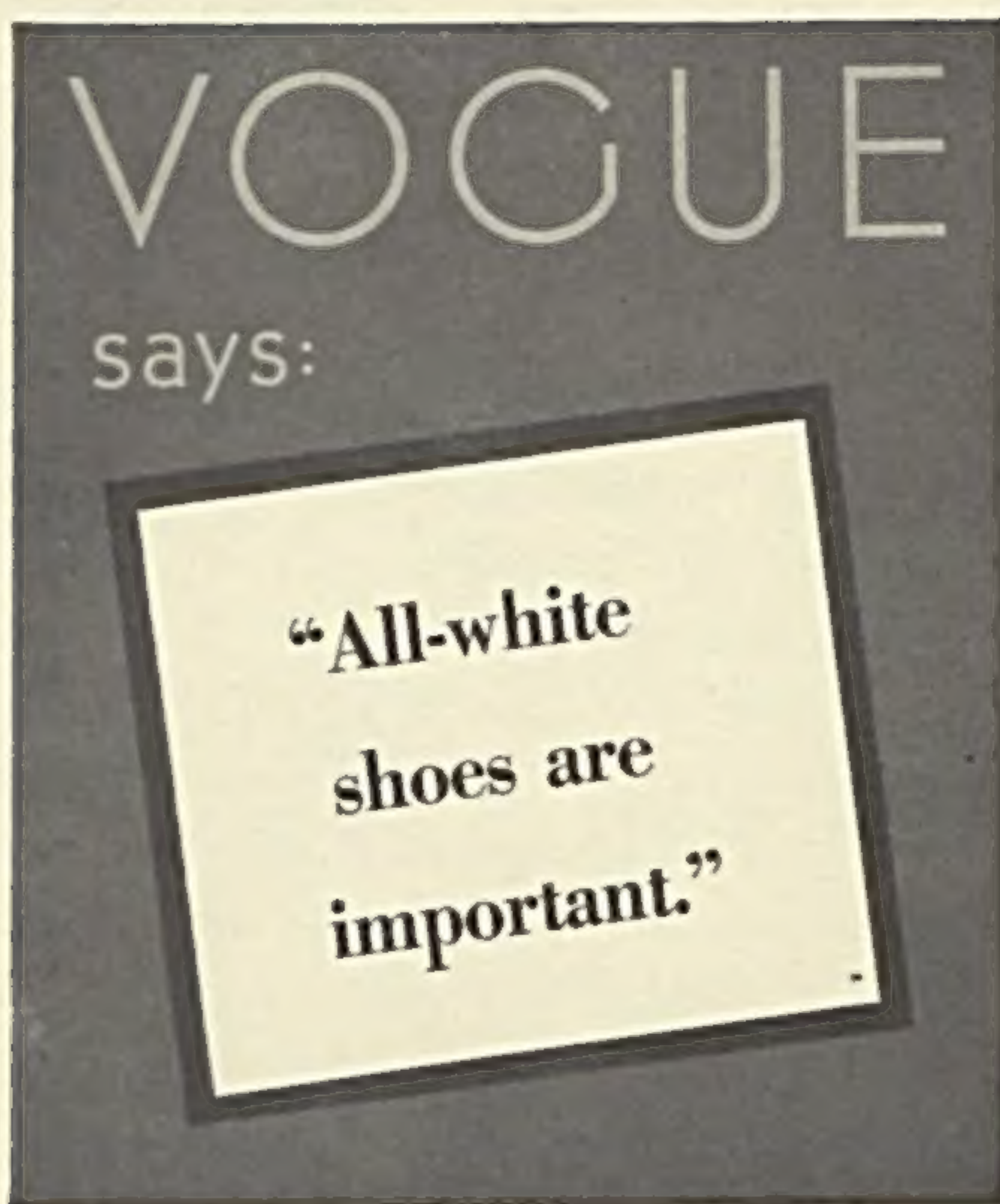
Vogue says: "Stay Home and Dress"—pages 50 and 51. Dotted Swiss returns to house-coats and negligées. Striped or flowered glazed chintz is a "natural" for the new little basques and the tight-waisted, full-skirted frocks for this type of wear.

*Fur Buyers Note:* We wish to correct a mechanical error in the Trade Edition of June 1st, page III. Coat number 14 is from Fenster; and number 15 is from S. D. Brooks.

### "FASHION FUTURES 1936"

"Fashion Futures," sponsored by The Fashion Group, will be held this year on September 10th, at the Waldorf-Astoria. "Fashion Futures" is an unique institution—an uncommercial, unsubsidized crystallization of fashion trends for the all-important autumn and winter season. As in 1935, this event will present New York, Paris, London and Hollywood clothes and accessories. The clothes to be shown will be selected by The Fashion Group jury, who will base their choice on the merchandising possibilities, as well as the "Fashion Futures" of each presentation. The jury and committees include women of recognized importance in the fashion world. The sale of tickets to the trade and public is now open. The Fashion Group, 30 Rockefeller Plaza, New York.





## PROMOTE WITH VOGUE

Use Vogue quotations to carry important fashion points to your customers. They are selected to be most useable in tying in with your own stocks. The four special quotations, listed below in heavy type, will be sent on display cards—free to retail shops. Write Vogue's Merchandising Service, 420 Lexington Avenue, New York.

**Vogue says: "Printed linen suits commute."**

**Vogue says: "Piqué gloves team with scarfs."**

**Vogue says: "Prints for evening."**

**Vogue says: "Sandals morning, noon or night."**

### FOR READY-TO-WEAR BUYERS:

Vogue says: "Defeat the heat in a printed cotton dress."

Vogue says: "Printed handkerchief-linen dinner dresses are appearing everywhere."

Vogue says: "Succumb to the charm of the new cotton fashions."

Vogue says: "Come down to dinner in a snug-waisted glazed chintz dress."

Vogue says: "There's a promise of even greater fulness in evening skirts."

Vogue says: "You'll be wilt-proof in a dotted Swiss dress."

Vogue says: "Dark cotton suits are antidotes for city heat."

Vogue says: "A full, short jacket over a backless dress."

Vogue says: "Wake up your evening dresses with fresh flowers."

Vogue says: "Cool dark washable clothes take the place of spring tailleurs."

(These quotations from pages 25, 27, 37, 48, 52, 60, 73 and 99)

### FOR WOMEN'S WEAR BUYERS:

Vogue says: "A long navy sheer coat is slimming over a printed silk dress."

Vogue says: "White, black and soft pastel shades are becoming to full-proportioned figures."

Vogue says: "Expert corseting is the first step for the not-so-slim."

Vogue says: "Full sleeves and slightly emphasized shoulders."

Vogue says: "Simple sports clothes are sympathetic to stoutish figures."

Vogue says: "A long tunic with an outward flare offsets hip-breadth."

(These quotations from pages 65 and 90)

### FOR SPORTSWEAR BUYERS:

Vogue says: "A navy flannel bolero over a white linen culotte."

Vogue says: "Wear your shorts somewhat longer this year."

Vogue says: "Culottes are everywhere in the country."

Vogue says: "Dark green is a new colour in linen slacks."

Vogue says: "Consider the rear view of your culottes."

Vogue says: "Look cool as a julep in a white crêpe sports dress."

Vogue says: "Go golfing in a white linen skirt with a dark silk shirt."

(These quotations from pages 38 and 39, 41 and 61)

### FOR NEGLIGÉE AND LINGERIE BUYERS:

Vogue says: "Look fragile in a white dotted Swiss housecoat."

Vogue says: "Go modern in a white paper taffeta coat over dark coloured trousers."

Vogue says: "Printed glazed chintz basques for stay-at-homes."

Vogue says: "Handkerchief linen slips are a cool beginning."

(These quotations from pages 50, 51 and 84)

### TRADE EDITION SUBSCRIPTIONS

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**JUNE 15, 1936**



# Air Motif



*"Your luggage, please"*

BY

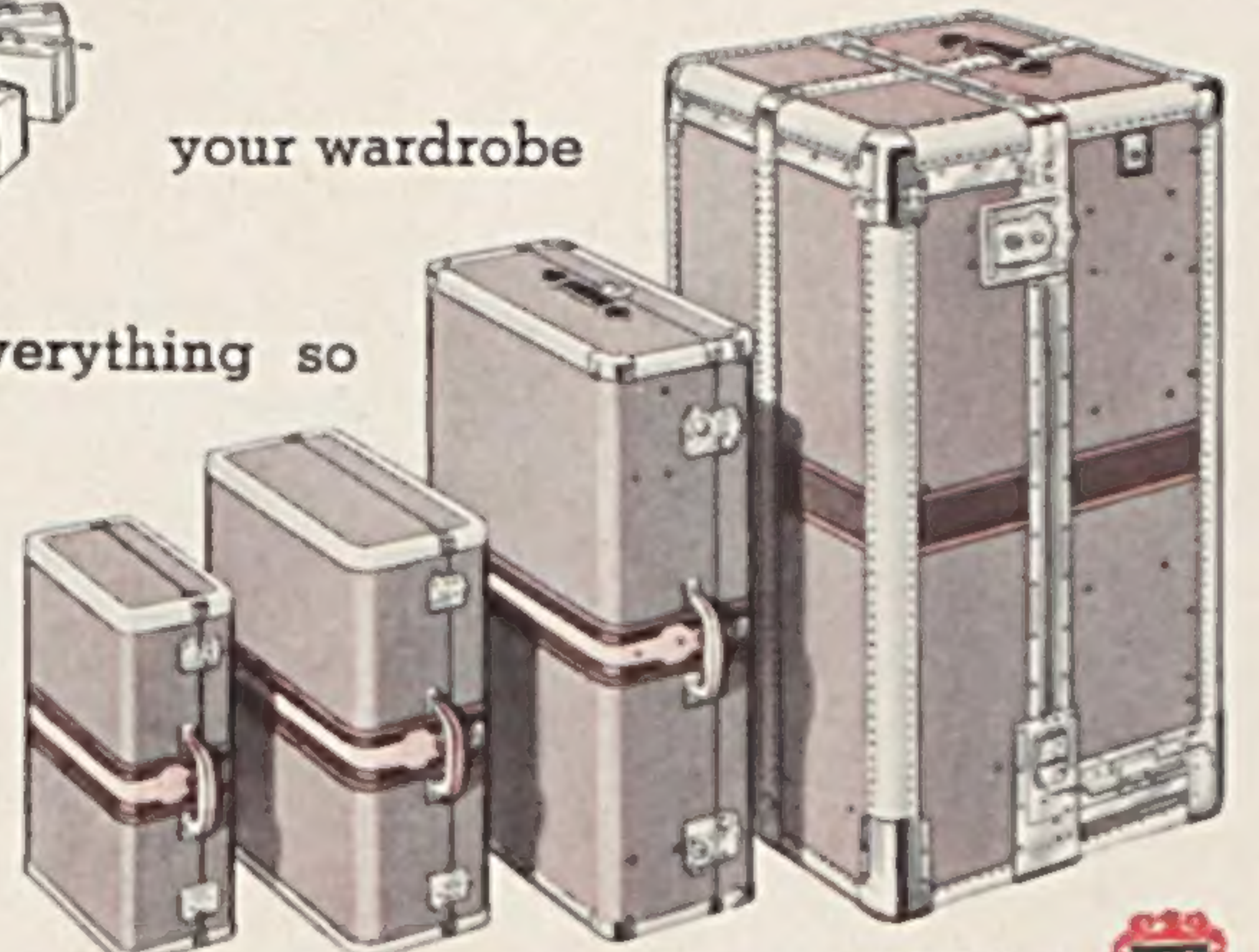
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*It's the Tobacco that Counts  
and Luckies are less acid*

